

# 2020 GLOBAL MARKETING CONFERENCE at Seoul

**November 5 ~ 8, 2020**

Seoul, Republic of Korea

**Hosts:**

American Marketing Association

European Marketing Academy

Australian & New Zealand Marketing Academy

Japan Society of Marketing and Distribution

Korean Scholars of Marketing Science

Sogang University

**Organizer:**

Global Alliance of Marketing & Management Associations





# 2020 GLOBAL MARKETING CONFERENCE at Seoul

Bridging Asia and the World:  
New Marketing and Management in Digitally Connected World

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American Marketing Association  
European Marketing Academy  
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Japan Society of Marketing and Distribution  
Korean Scholars of Marketing Science  
Sogang University

## Organizer

Global Alliance of Marketing & Management Associations

## Partners

Association for Consumer Research (USA)  
Chinese Marketing Association of University (China)  
SIMktg (Italy)  
Greek Marketing Academy (Greece)  
Aalto University Executive Education (Finland)  
Aalto University School of Business (Finland)  
Harbin Institute of Technology (China)  
Korea Advertising Society (Republic of Korea)  
Sungshin Women's University, Campustown Team  
(Republic of Korea)

## Sponsors

National Research Foundation of Korea (Republic of Korea)  
Korea Tourism Organization (Republic of Korea)  
Seoul Metropolitan Government (Republic of Korea)  
Korea Economy and Management Development Institute  
(Republic of Korea)

## Sponsoring Journals

Journal of Business Research  
International Journal of Advertising  
Cornell Hospitality Quarterly  
Industrial Marketing Management  
Journal of Advertising  
Asia Pacific Journal of Marketing and Logistics  
Journal of Macromarketing  
International Marketing Review  
European Management Journal  
Journal of Service Management  
Australasian Marketing Journal  
Journal of Global Fashion Marketing  
Journal of Global Scholars of Marketing Science  
Journal of Creative Communications  
Journal of Interactive Advertising  
International Journal of Marketing & Distribution  
Spanish Journal of Marketing





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# WELCOME MESSAGES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

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## From the Conference Organizing Committee Chair



Dear Colleagues,

On behalf of the Conference Organizing Committee, we cordially invite you to the 2020 Global Marketing Conference (eGMC) at Seoul, which will be held as a virtual conference during November 5-8, 2020. 2020 GMC at Seoul is a truly global conference since following organizations joined as co-hosts: American Marketing Association, European Marketing Academy, Australian & New Zealand Marketing Academy, Japan Society of Marketing and Distribution, Korean Scholars of Marketing Science and Sogang University.

2020 GMC at Seoul was scheduled to be held July 9-12, but had to be rescheduled November 5-8, 2020 because of COVID-19.

The 2020 GMC at Seoul will focus on “Bridging Asia and the World: New Marketing and Management in Digitally Connected World” and provide strong contents covering marketing and management related subjects. A world-renowned, multidisciplinary scholars and business practitioners will gather to present concepts and their analyses about marketing. Special joint symposiums and sessions will cover hot and current issues of marketing.

Following sponsoring journals joined this conference to publish their special issues or sections with best papers presented in the 2020 GMC at Seoul: Journal of Business Research, International Journal of Advertising, Cornell Hospitality Quarterly, Industrial Marketing Management, Journal of Advertising, Asia Pacific Journal of Marketing & Logistics, Journal of Macromarketing, International Marketing Review, European Management Journal, Journal of Service Management, Australasian Marketing Journal, Journal of Global Fashion Marketing, Journal of Creative Communications, Journal of Interactive Advertising, International Journal of Marketing & Distribution, and Spanish Journal of Marketing – ESIC.

The 2020 GMC at Seoul will provide opportunities for discussions and meeting space for various subjects. We welcome your active participation in the presentations. Seoul is one of the most globalized cities in Asia.

This conference will provide you with numerous opportunities to interact with the latest cutting edge theories and practices through our state-of-art conference platform. In addition to the conference program, we will provide social and entertaining programs that include Keynote Speech, Coffee Chat, Meet the Editors, Award Ceremony, 2020 GAMMA Young Artist Competition, 2020 GAMMA Invited Fashion Show and Music Gala Concert. Through various social programs in our conference, the conference participants will have chances to experience the jet-set pace of economic growth and hospitality that Seoul offers.

The organizing committee will endeavor to satisfy our conference participants of 2020 GMC at Seoul based upon our successful conference management for last GMC's in Shanghai (2008), Tokyo (2010), Seoul (2012), Singapore (2014), Hong Kong (2016) and Tokyo (2018).

We sincerely look forward to your participation and valuable contribution at this meaningful gathering in Seoul through this year's eGMC.

With our warmest regards,

Eunju Ko, Ph.D  
Organizing Committee Chair of 2020 Global Marketing Conference at Seoul  
President of Global Alliance of Marketing & Management Associations  
Professor of Fashion Marketing, Yonsei University



## From the Conference Co-Chair



Dear Colleague,

Welcome to the 2020 Global Marketing Conference, which is taking place virtually this year, due to COVID-19. It's a pity that we cannot all meet in person in the lively and hip city of Seoul, but like everybody else, we're doing our best with the situation. Even though we are maintaining a social distance, the interchange of ideas will still be great!

South Korea is a marketing powerhouse, with brands such as Samsung, Hyundai and LG, and Seoul is Korea's business and cultural center. The biennial GMC is stamping itself as perhaps the preeminent meeting place for marketing scholars in the Asian region, as well as including an estimated 50 countries from around the world. Co-sponsored by major international marketing organizations such as the American Marketing Association (AMA), the European Marketing Academy (EMAC), and the Australia New Zealand Marketing Academy (ANZMAC), as well as several Asian marketing organizations, GMC is truly an international meeting of marketing minds.

Thanks to the organizational genius of Professors Kim and Ko and the GAMMA organization, we can anticipate yet another flawless conference, with intellectual stimulation and global camaraderie.

Sincerely,

Roland T. Rust, Ph.D.

Conference Co-Chair of 2020 Global Marketing Conference at Seoul

Distinguished University Professor & David Bruce Smith Chair in Marketing

Robert H Smith School of Business

University of Maryland





# WELCOME MESSAGES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

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## From the Conference Co-Chair



Dear Colleagues,

In the beginning of this year many of us were full of expectations about upcoming events, in particular concerning the GMC conference scheduled for July in Seoul, Republic of Korea. Corona changed environmental conditions worldwide dramatically and as a consequence GMC 2020 was first rescheduled for November and finally reorganized to an online gathering. Of course, all of us regret these changes and the restrictions caused by the pandemic.

In a marketing principles course we teach about potential types of benefits a product or a service might offer. Applying such concepts to attending an online marketing conference we clearly lose on emotional and social benefits when compared to a classical conference format; however, at least in part functional benefits of academic discourse might still be maintained and we score on economic benefits because of saving travel expenses and time. Thus, we should be happy that the organizer decided to run the conference despite detrimental environmental constraints and should try to make the best out of it. In this spirit I sincerely welcome you to this virtual event!

With kind regards,

Udo Wagner, Ph.D.

Conference Co-Chair of 2020 Global Marketing Conference at Seoul

Past President of European Marketing Academy

Professor of Management

University of Vienna, Austria





## From the Conference Co-Chair



Dear Colleagues,

On behalf of the Korean Scholars of Marketing Science, we welcome you to the 2020 Global Marketing Conference at Seoul. As usual, the Global Marketing Conference has become the best platform of global scholars' networking.

I believe there are no random meetings in our lives—that everyone we touch, who touches us, has been put in our path for a reason. This conference will be an encounter that opens a door to another relationship with future friends.

Our staffs have been doing our best to organize the best conference successfully. I look forward to seeing you at 2020 GMC at Seoul and hope you to build constructive relationship with our GMC participants.

Best Regards,

Jaihak Chung, Ph.D.

Conference Co-Chair of 2020 Global Marketing Conference at Seoul

President, Korean Scholars of Marketing Science

Professor of Sogang University

Republic of Korea





# WELCOME MESSAGES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

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## From the Conference Co-Chair



On behalf of the Australian and New Zealand Marketing Academy (ANZMAC), I am delighted to be a co-chair for the 2020 GMC, in Seoul, South Korea.

The theme of the 2020 GMC is “Bridging Asia and the World: New Marketing and Management in Digitally Connected World”. With thanks to Professors Kim and Ko, and GAMMA, we will have the unique opportunity to converge to share our latest research with likeminded colleagues. Together, we will have a chance to observe marketing in action in this inspiring setting that is within easy reach of 61 cities and almost 500 million consumers.

South Korea offers so much potential to captivate our marketing minds and stimulate new and valuable research explorations, initiatives and collaborations. It is after all, ranked 1st on the Bloomberg Global Innovation Index – a position it has occupied for six consecutive years, and is also one of the most technologically advanced and digitally-connected countries in the world. It is not surprising then, that South Korea is home to leading global brands such as Samsung, Hyundai, Kia, and LG, to name just a few. South Korea is irrefutably a hub of commerce, innovation and marketing.

I look forward to welcoming you at the 2020 GMC in Seoul.

Tania Bucic | Associate Professor  
Deputy Head, School of Marketing, UNSW Australia  
Conference Co-Chair of 2020 Global Marketing Conference at Seoul  
President, ANZMAC



### From the Conference Co-Chair



Dear Colleague,

On behalf of the Japan Society of Marketing and Distribution (JSMD), I am delighted to be a co-chair for the 2020 GMC, and we heartily invite you to the 2020 Global Marketing Conference, in Seoul, South Korea.

Held once every two years, GMC is a great platform for scholars, researchers and business practitioners of global marketing. Beyond our discussions and anticipation at the 2018 GMC held in Tokyo, the rapid billows of digitization and digital transformation are drastically changing marketing and management. The theme of 2020 GMC, "Bridging Asia and the World: New Marketing and Management in Digitally Connected World" is really exciting and attractive. We believe that by participating in this conference, you will be able to interact with researchers from all over the world and get in touch with the latest cutting edge research presentations and interaction.

Specially thanks to Professor Kim and Professor Ko for organizing this wonderful opportunity with dedication. At the same time, we expect your active participation and the success of the conference.

Sincerely,

Lin Huang,

Conference Co-Chair of 2020 Global Marketing Conference at Seoul

Professor of Global Marketing, Graduate School of Business Administration, Kobe University

Executive Vice President of Japan Society of Marketing and Distribution (JSMD)





# WELCOME MESSAGES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

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## From the Academic Excellence Committee Chair



Welcome to the 2020 Global Marketing Conference at Seoul!

The conference promises to offer a great experience to attendees from around the world. Seoul is an ideal site for the conference as it is one of the world's great cities both in terms of both culture and business.

2020 GMC at Seoul was planned to be held in Seoul in July, but had to be moved to Nov., 2020 because of COVID-19.

Building on the success of previous Global Marketing Conferences held in Seoul, Shanghai, Tokyo, Singapore, and Hong Kong GAMMA's GMC has grown into a truly premier global conference characterized by a high volume (typically more than 1,000 submissions) of very high quality papers. As a result, a total of sixteen journals are sponsoring the conference, and most are running special issues.

I would like to thank the organizers and supporters of this conference, including co-chairs Roland T. Rust (University of Maryland), Udo Wagner (University of Vienna), Tania Bucic (University of South Wales), Lin Huang (Kobe University), Jaihak Chung (Sogang University) as well as the group of impressive academic organizations sponsoring this conference.

GAMMA President Eunju Ko (Yonsei University) and Executive Secretary Kyung Hoon Kim deserve special recognition for their tireless work on this conference. Without them and their hard working staffs, there would be no GMC.

The theme of the conference is "Bridging Asia and the World: New Marketing and Management in Digitally Connected World". It is my belief that the conference will, indeed, build academic bridges between Asia and other parts of the world.

It my pleasure to serve as Chair of the Academic Excellence Committee for this conference, and I look forward to meeting you!

Charles R. Taylor, Ph.D.

Academic Excellence Committee Chair of 2020 GMC at Seoul

John A. Murphy Professor of Marketing

Villanova University

### From General Secretary



I am very happy to organize the 2020 Global Marketing Conference at Seoul.

I feel privileged to organize 2020 Global Marketing Conference at Seoul since I have organized GMC at Shanghai in 2008, Tokyo in 2010, Seoul in 2012, Singapore in 2014, Hong Kong in 2016 and Tokyo in 2018. More than 1,500 participants from 51 countries will attend this year's GMC. It is the first virtual conference in the history of 'Global Marketing Conference'.

This year's GMC has many sessions with state of the art approaches toward marketing and management such as 'New Marketing & Management in Global Digital World', 'Service Innovation and Emerging Technologies in Tourism and Hospitality', 'The Role of Luxuriousness in High-End Brand Advertising', 'Sustainability: Challenges, Frameworks and Insights from Asia', 'Decision-Making in International Marketing', 'Innovative Marketing Management', 'Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline', and 'Interactive Video Advertising – Trends and Theories'.

As a general secretary, I will do my best to satisfy various needs of our guests from all over the world. I do hope you can spare your valuable time to participate in this great conference and have a future oriented discussion over the conference theme called "Bridging Asia and the World: New Marketing and Management in Digitally Connected World " which has fascinated the world for many years.

I can promise you that your experience with the 2020 Global Marketing Conference at Seoul will be the most exciting and rewarding one.

I can assure you that GMC will strive to provide marketing scholars and practitioners with unique global experiences in the future.

Please enjoy our virtual GMC.

Kyung Hoon Kim, D.B.A.  
General Secretary, 2020 Global Marketing Conference at Seoul  
Professor of Marketing  
Provost & Vice President for Academic Affairs  
Changwon National University  
Republic of Korea





# WELCOME MESSAGES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

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## From the Conference Proceedings Editor



Dear Colleagues,

I am pleased to announce the 2020 Global Marketing Conference will be held at Seoul, Republic of Korea.

I am grateful for the opportunity to share up-to-date research and practice with participants in this conference which connects marketing scholars in Asia and the world.

I wish to thank all the participants from over 50 countries for giving us opportunities to include their works in '2020 Global Marketing Conference at Seoul Proceedings'.

I am very thankful to all the track chairs and the reviewers for their dedication and efforts.

Best wishes,

Jeonghye Choi, Ph.D.

Editor of 2020 Global Marketing Conference at Seoul Proceedings

Professor of Marketing

School of Business, Yonsei University

Seoul, Republic of Korea

## From the Public Affairs Committee Chair



Dear Colleagues,

Welcome to GMC 2020 Seoul: Bridging Asia and the World: New Marketing and Management in Digitally Connected World"

Well done GMC on choosing a highly appropriate conference theme given the extraordinarily turbulent times we have been confronted with this year. It was important when it was chosen last year, but imperative now. Us, academics, are presented with the challenge to observe and share insights on the best marketing and managerial techniques that will break down international barriers, and take advantage of the new technologies available to organizations and customers. This program, suggests most of us have taken it on! If we haven't, we will.

I am fortunate to have been coming to the GMC since 2008. Every two years, I look forward to reacquainting myself with old friends, making new friends, listening to thought-provoking keynote speakers, having the opportunity to be part of the exciting research happening throughout the world, and spending time in some of the most dynamic cities of the world. These are always the highlights. Although most of us will be joining in virtually, I know the GMC team will make it as flawless and enjoyable as they have in previous years.

Congratulations and thank you to the GAMMA team. GMC is one of the most important international conference today. It is benchmark on how the top international marketing associations work together to provide us great opportunities.

Please everyone make the most of it.

Tony C. Garrett  
Public Affairs Committee Chair  
2020 Global Marketing Conference at Seoul  
Professor of Marketing  
Korea University Business School



# ORGANIZING COMMITTEE

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## ORGANIZING COMMITTEE

Chair	Eunju Ko, President, GAMMA (Yonsei University)
Conference Co-Chairs	Roland T. Rust (University of Maryland, USA) Udo Wagner (University of Vienna, Austria) Tania Bucic (University of South Wales, Australia) Lin Huang (Kobe University, Japan) Jaihak Chung (Sogang University, Republic of Korea)
General Secretary	Kyung Hoon Kim (Changwon National University)
Academic Excellence Committee Chair	Charles R. Taylor (Villanova University)
Editor of Proceedings	Jeonghye Choi (Yonsei University)
Local Arrangement Committee Chair	Yerim Chung (Yonsei University)
Associate General Secretary	Huanzhang (Neo) Wang (Jiangnan University)
Local Arrangement Committee Secretary	Jaehun Kim (Changwon National University)

## Guest Editors for Special Issue or Sections of Sponsoring Journals

JOURNAL	SUBJECT OF SPECIAL ISSUE	GUEST EDITOR
JOURNAL OF BUSINESS RESEARCH	GAMMA President's Choice Awards	Eunju Ko (Yonsei University)
	New Marketing & Management in Global Digital World	Kyung Hoon Kim (Changwon National University)
INTERNATIONAL JOURNAL OF ADVERTISING	Future of Advertising	Sukki Yoon (Bryant University)
INDUSTRIAL MARKETING MANAGEMENT	Global Perspectives in Business-to-Business Marketing	C. Anthony Di Benedetto (Temple University)
CORNELL HOSPITALITY QUARTERLY	Service Innovation and Emerging Technologies in Tourism and Hospitality	Kevin Kam Fung So (University of South Carolina) Xiang (Robert) Li (Temple University)
JOURNAL OF ADVERTISING	The Role of Luxuriousness in High-End Brand Advertising	Eunju Ko (Yonsei University)
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	Product Innovation & Consumer Behaviors	Yang Sun (Zhejiang SCI-TECH University) Hakil Moon (Eastern Michigan University)
	Marketing to Aging Consumers	Graham Ferguson (Curtin University) Brian 't Hart (Trinity Western University)
		Saadia Shabnam (Curtin University)
INTERNATIONAL MARKETING REVIEW	Decision-Making in International Marketing	João S. Oliveira (Loughborough University) Paul Hughes (De Montfort University) Magnus Hultman (University of Leeds)
JOURNAL OF MACROMARKETING	Sustainability: Challenges, Frameworks and Insights from Asia	Benjamin Wooliscroft (Auckland University of Technology) Eunju Ko (Yonsei University) Benjamin Voyer (ESCP Europe)
EUROPEAN MANAGEMENT JOURNAL	Innovative Marketing Management	Eunju Ko (Yonsei University) Kyung Hoon Kim (Changwon National University)
JOURNAL OF SERVICE MANAGEMENT	Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline	Werner Kunz (University of Massachusetts Boston) Arne De Keyser (EDHEC Business School)
AUSTRALASIAN MARKETING JOURNAL	Marketing and Sustainability in the Era of Disruption	Denni Arli (Griffith University) Sean Lee (Curtin University)
JOURNAL OF GLOBAL FASHION MARKETING	Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow	Kacy Kim (Bryant University) Linda Golden (The University of Texas at Austin)
JOURNAL OF CREATIVE COMMUNICATIONS	Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions	Sandra Loureiro (Lisbon University Institute)
JOURNAL OF INTERACTIVE ADVERTISING	Interactive Video Advertising – Trends and Theories	Jooyoung Kim (University of Georgia)
INTERNATIONAL JOURNAL OF MARKETING & DISTRIBUTION	Current Issues in Marketing & Distribution in Japan	Tomokazu Kubo (Chuo University) Akinori Ono (Keio University)
SPANISH JOURNAL OF MARKETING - ESIC	Regular issue of Spanish Journal of Marketing – ESIC	Carlos Flavian (University of Zaragoza)

## TRACK CHAIRS

TRACK	NAME	AFFILIATION
Advertising and Branding	Hyokjin Kwak	Drexel University
Asian Specialties and Marketing	Akira Shimizu	Keio University
Business Model Innovation for Customer Value and Sustainable Business	Jaesu Kim	Changwon National University
Consumer Decision Making and Consumer Signaling	Alisara Rungnontarat CHARINSARN	Thammasat University
Cross Cultural Consumers and Globalization	Hector Gonzalez-Jimenez	ESCP Europe Business School
	Fernando Fastoso	University of York
	João S. Oliveira	Loughborough University
Decision-Making in International Marketing	Paul Hughes	De Montfort University
	Magnus Hultman	University of Leeds
Digital and Technology Driven Marketing	Juran Kim	Jeonju University
Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow	Kacy Kim	Bryant University
	Linda Golden	The University of Texas at Austin
Fans and Sport Consumers in the Digital Era	Kihan Kim	Seoul National University
Future of Advertising	Sukki Yoon	Bryant University
Global Branding and International Consumers	Adamantios Diamantopoulos	University of Vienna
	Vasileios Davvetas	University of Leeds
Global Perspectives in Business-to-Business Marketing	Anthony Di Benedetto,	Temple University
History and Marketing	Maria Kniazeva	University of San Diego
	Philip Hong	Loyola University
Humanship Marketing and Social Innovation	Marat Bakpayev	University of Minnesota Duluth
	Wansoo Park	University of Windsor
Innovative Marketing Management	Benjamin G. Voyer	ESCP Europe Business School
Integrated marketing communication	George Panigyrakis,	Cyprus University of Technology
International Marketing at the Crossroads of Globalization 4.0	Fabian Bartsch	IÉSEG School of Management
	Timo Mandler	Toulouse Business School
JIA	Jooyoung Kim	University of Georgia
Leveraging Big Data to Create Value for Consumers and Firms	Manfred Schwaiger	Ludwig Maximilian University of Munich
Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline	Werner Kunz	University of Massachusetts Boston
	Arne De Keyser	EDHEC Business School
Marketing and Entrepreneurship	Robert E. Morgan	Cardiff University
	Yiannis Kouropalatis	Cardiff University
Marketing Education	Ralf Schellhase	University of Applied Sciences Darmstadt
Marketing in General	Jong-Kuk Shin	Pusan National University
Marketing Manager's Decision Making	Eric Shih	Sungkyunkwan University
Marketing to Aging Consumers	Graham Ferguson	Curtin University
	Brian 't Hart	Trinity Western University
	Saadia Shabnam	Curtin University
Mobile Marketing	Wolfgang Fritz	Technische Universitaet Braunschweig
	Stefanie Sohn	Technische Universitaet Braunschweig
Neuromarketing and Psychophysiology	Billy Sung	Curtin University
	Eun-Ju Lee	Sungkyunkwan University
New Luxury and Innovation: New Fashion Cities, New Consumers and New Brands	Serena Roval	La Rochelle Business School
New Marketing & Management in Global Digital World	Kyung Hoon Kim	Changwon National University





# TRACK CHAIRS

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## TRACK CHAIRS

TRACK	NAME	AFFILIATION
Omni Channel in the Emerging Countries	Mustika Sufiati Purwanegara	Bandung Institute of Technology (ITB)
Online Retailing	Lei Song	The Pennsylvania State University
Product Innovation & Consumer Behaviors	Yang Sun	Zhejiang Sci-Tech University
	Hakil Moon	Eastern Michigan University
Public Policy	Steven W. Kopp	University of Arkansas
Retail Merchandising and Innovation	Changju Kim	Ritsumeikan University
Retail Technology & Customer Experience Design	Hye-Young Kim	University of Minnesota
Service Innovation and Emerging Technologies in Tourism and Hospitality	Kevin Kam Fung So	University of South Carolina
	Xiang (Robert) Li	Temple University
SIMKT	Gaetano Aiello	University of Florence
	Raffaele Donvito	University of Florence
Spatial Analytics in Business and Tourism Research	Seongsoo (Simon) Jang	Cardiff University
	Jinwon Kim	University of Florida
Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions	Sandra Loureiro	Lisbon University
Strategic Market Management	Jong-Ho Lee	Korea University Business School
	Woojung Chang	University of Seoul
Strategy & Innovation in Fashion, Beauty and Luxury	Jonas Hoffmann	SKEMA Business School
	Ivan Coste-Manière	SKEMA Business School
The Role of Luxuriousness in High-End Brand Advertising	Prof. Eunju Ko	Yonsei University
The Sustainability in Asia	Ben Wooliscroft	Auckland University of Technology
	Eunju Ko	Yonsei University
Theoretical and Practical Evolution of Retailing	Ikuo Takahashi	Keio University
	Emi Moriuchi	Saunders College of Business
Transformative Service Research	Mark S. Rosenbaum	Saint Xavier University
Trend Forecasting and Sustainable Design-Business Practice	Tracy Cassidy	The University of Huddersfield

## MEET THE EDITORS

JOURNAL	NAME	AFFILIATION
Editor, International Journal of Advertising	Charles R. Taylor	Villanova University
Editor-in-Chief, Journal of Business Research	Naveen Donthu	Georgia State University
Editor, Cornell Hospitality Quarterly	J. Bruce Tracey	Cornell University
Editor, Journal of Advertising	Shelly Rodgers	University of Missouri
Co-Editor-in-Chief, Industrial Marketing Management	C. Anthony Di Benedetto	Temple University
Editor of International Marketing Review	John Cadogan	Loughborough University
Editor, Journal of Macromarketing	M. Joseph Sirgy	Virginia Tech & North-West University
Editor-in-Chief-Elect, Journal of Service Research	Ming-Hui Huang	National Taiwan University
Editor, International Journal of Research in Marketing	Iris Hung	Fudan University
Editor-in-Chief of Journal of Global Scholars of Marketing Science	Arch G. Woodside	Curtin University
Editor, Asia Pacific Journal of Marketing and Logistics	Ian Phau	Curtin University
Editor-in-Chief, Journal of Global Fashion Marketing	Eunju Ko	Yonsei University
Editor-in-Chief, Journal of Global Sport Management	Kihan Kim	Seoul National University
Editor-in-Chief, Journal of Interactive Advertising	Jooyoung Kim	University of Georgia
Guest Editor, European Management Journal	Benjamin Voyer	ESCP-Europe
Guest Editor, Journal of Service Management	Werner Kunz	University of Massachusetts
Guest Editor, Journal of Creative Communications	Sandra Loureiro	Lisbon University Institute (ISCTE-IUL)
Editor-in-Chief, Spanish Journal of Marketing-ESIC	Carlos Flavian	University of Zaragoza

# REVIEWERS LIST

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## REVIEWERS LIST

NAME	AFFILIATION	NAME	AFFILIATION
Abedrabbo, Majd	Loughborough University	Decosta, Patrick	Australian National University
Acuti, Diletta	University of Portsmouth	Denis, Etienne	Edhec Business School
Afiuc, Otto	Universidad Carlos III de Madrid	Donbesuur, Francis	University of Central Lancashire (UK)
Alebaki, Maria	Agricultural Economics Research Institute	Duma, Fabio	ZHAW Zurich University of Applied Sciences
Amara, Nelson	University of Alberta	Eagar, Toni	Australian National University
Anantachart, Saravudh	Chulalongkorn University	Eggert, Curd-Georg	University of Passau
Anderson, Rolph	Drexel University	Eom, Hyo Jin	The University of Georgia
Ashraf, Rohail	King Abdulaziz University	Fang, Cheng-H s i	National Taiwan University of Science and Technology
Asif, Esra	University of Leeds (UK)	Ferreira, Eduardo	University Lusófona
Assadina, Shahin	University of Leeds (UK)	Filipa, Rosado-Pinto	Instituto Universitário de Lisboa (ISCTE-IUL), Business
Attaran, Sharmin	Bryant University	Flak, Kristina	Ludwig-Maximilians-University
Auschaitrakul, Sumitra	University of the Thai Chamber of Commerce	Flavian, Carlos	University of Zaragoza
Bakpaev, Marat	University of Minnesota Duluth	Fu, Xiaoxiao	University of Central Florida
Banerjee, Saikat	Indian Institute Of Foreign Trade	Fukawa, Nobuyuki	Missouri University of Science and Technology
Banerjee, Snehasish	University of York	Garbas, Janina	University of Passau
Bang, Ho-Yeol	Pusan National University	Godey, Bruno	NEOMA Business School - Campus de Rouen
Barbarossa, Camilla	Toulouse Business School	Golgeci, Ismail	Aarhus University, Denmark
Baringhorst, Sandra	Ludwig-Maximilians-University	Gonzalez, Mario	Trinity University
Bartikowski, Boris	Kedge Business School	Grassi, Alessia	Lecturer in Marketing,
Bartsch, Fabian	IESEG School of Management	Gu, Haodong	Shanghai University
Bashutkina, Maria	Haute Ecole Arc Switzerland	Guerreiro, João	Instituto Universitário de Lisboa (ISCTE-IUL)
BELLINI, Nicola	Scuola Superiore Sant'Anna	Guo, Hanglei	Hokkaido University
Bercik, Jakub	Slovak University of Agriculture	Hakil Moon	Eastern Michigan University
Bilby, Julie	Hong Kong Baptist University	Han, C. Min	Hanyang University
Bilro , Ricardo Godinho	Instituto Universitário de Lisboa (ISCTE-IUL)	Hay, Rachel	James Cook University
Bilstein, Nicola	Bielefeld University	Heinonen, Kristina	Hanken School of Economics
Biraglia, Alessandro	University of Leeds	Helen (Huifen) Cai	Business School Middlesex University London
Bongers, Franziska	University of Passau	Henkens, Bieke	Ghent University
Brodschelm, Florian	University of Passau	Henkens, Bieke	Ghent University
Chan , Cheuk Nga	United International College Hong Kong	Heß , Nicole	Ludwig-Maximilians-University
Chan, Steve	Yeshiva University	Hirschvogel, Johannes	Ludwig-Maximilians-University
Chen, Jieke	Marketing at Leeds University Business School	Hitz, Niels	Ludwig-Maximilians-University
Chen, Yanyan	Toulouse Business School	Hoffmann, Jonas	SKEMA Business School,
Chen, Zengxiang	Sun Yat-Sen University	Hong, May	Loughborough University (UK)
Childs, Dayle	Bournemouth University	Hong, Philip	Loyola University Chicago
Chinchanachokchai, Sydney	University of Akron	Hönig, Niclas	Ludwig-Maximilians-University
Choi, Hojoon	University of Houston	Hsieh, Jung-Kuei	National Taipei University
Choi, Woo Jin	University of Seoul,	Huang, Chao-Chin	National Pingtung University of Science and Technology, Taiwan
Choi, Yung Kyun	Dongguk University	Ishii, Ryuta	Fukui Prefectural University
Chung, Christina	Ramapo College of New Jersey	Ishii, Ryuta	Fukui Prefectural University
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Daniel Heinrich	FOM University of Applied Science		



## REVIEWERS LIST

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Iveson, Abbie	University of Leeds (UK)	Levrini, Gabriel	Universidad del Pacifico
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Jang, Seongsoo	Cardiff University	Li, Guoxin	Harbin Institute of Technology
Ju, Yong	Pusan National University	Liao, Zhongju	Zhejiang SCI-TECH University
Jung, A-Reum	Sejong University	Liu, Stephanie	Ohio State University
Jung, Kwon	KDI School of Public Policy & Management, South Korea	Liu, Yeyi	University of Leeds (UK)
Juntongjin, Panitharn	Chulalongkorn Business School	Liu, Yuting	Waseda University
Kadile, Vita	University of Leeds (UK)	Loureiro, Sandra	Instituto Universitário de Lisboa (ISCTE-IUL), Business Research (ISCTE-IUL), Lisboa
Kang, Moon Young	Soongsil University	Lu, Lu	Temple University
Kang, Yeong Seon	University of Seoul,	Mainolfi , Giada	Università degli Studi Internazionali di Roma
Keyser, Arne De	Ghent University	Maja, Arslanagic-Kalajdzic	University of Sarajevo
Kikumori, Mai	Ritsumeikan University	Maja, Arslanagic-Kalajdzic	University of Sarajevo
Kim , Hyunsu	University of South Carolina	Malaval, Philippe	Toulouse Business School
Kim, Changju	Ritsumeikan University	Mandler, Timo	Toulouse Business School
Kim, Hahn	Kent State University	Martha, Rivera-Pesquera	University of Minho
Kim, Henry	University of South Carolina	Martin , Drew	University of South Carolina
Kim, Jee Yeon	National Sun Yat-Sen University	Maximilian, Niederberger-Kern	Ludwig-Maximilians-University
Kim, Jinwon	University of Florida	Mazzoli, Valentina	University of Florence
Kim, Junyong	Hanyang University	Mehmood, Khalid	Ghent University
Kim, Kawon	University of South Carolina	Mehmood, Khalid	Ghent University
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Kim, Sun Min	University of Seoul	Mhalla, Majdouline	Dongbei University Of Finance and Economics, China
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Kim, Yaeri	Sejong University	Micevski, Milena	University of Vienna
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Korper, Ana Kustrak	Linköping University	Moritz , Madleen	Technische Universität Braunschweig
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Kuan, Fu-Yung	National Kaohsiung University of Science and Technology	Mousavi, Sahar	Loughborough University (UK)
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# REVIEWERS LIST

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## REVIEWERS LIST

NAME	AFFILIATION	NAME	AFFILIATION
Park, Min-Sook	Catholic University of Pusan	Sun, Qin	California State University
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Schepers, Jeroen	TUE Eindhoven	Wang, Huanzhang	Jiangnan University
Schepers, Jeroen	TUE Eindhoven	Wang, Shenghui	Dongbei University of Finance & Economics
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Seegebarth, Barbara	Technische Universität Braunschweig	Weritz, Louisa	Ludwig-Maximilians-University
Shannon, Randall	Mahidol University	Williams, Michael	Swansea University
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		Zimmermann, Johanna	University of Passau
		Zwienenberg, Thijs	KU Leuven

## SYMPOSIUMS

TRACK	NAME	AFFILIATION
2020 EMAC-GAMMA JOINT SYMPOSIUM	Paulo Rita	Universidade Nova de Lisboa
	Yerim Chung	Yonsei University
2020 ANZMAC-GAMMA JOINT SYMPOSIUM	Ian Phau	Curtin Business School
	Tony Garrett	Korea University Business School
2020 JSMD-GAMMA JOINT SYMPOSIUM	Tomokazu Kubo	Chuo University
	Akinori Ono	Keio University
2020 GMA-GAMMA JOINT SYMPOSIUM	Anna K. Zarkada	Athens University of Economics and Business
2020 AEMARK-GAMMA JOINT SYMPOSIUM	Carlos Flavian	University of Zaragoza
2020 HIT-GAMMA JOINT SYMPOSIUM	Peng Zou	Harbin Institute of Technology
2020 ESCP Europe-GAMMA JOINT SYMPOSIUM	Hector Gonzalez-Jimenez	ESCP Europe
	Benjamin G. Voyer	ESCP Europe
2020 NZAI-GAMMA JOINT SYMPOSIUM	Yuri Seo	The University of Auckland Business School
	Jungkeun Kim	Auckland University of Technology
	Jacob C. Lee	Ulsan National Institute of Science and Technology(UNIST)
	Gaetano Aiello	University of Florence
2020 SIMKTG-GAMMA JOINT SYMPOSIUM	Raffaele Donvito	University of Florence

## Special Session & Workshop

### Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop:

**Instructor: Prof. Arch G. Woodside,**

(Editor-in-Chief of Journal of Global Scholars of Marketing Science) Professor of Marketing, Curtin University, Perth, Australia. arch.woodside@curtin.edu.au

#### Takeaways:

- Learn how to use the free software for algorithm model building and testing (available at fsQCA.com)
- Learn how to test for the predictive validity of your highly accurate models on additional sets of data—you can generalize sample findings to populations in case study research, not only generalizing to theory
- Learn how to calibrate (convert) values in variables into membership scores
- Learn how to test a priori model propositions for accuracy and coverage using fsQCA
- Learn how to analyze (create and test) for alternative models that achieve high accuracy in predicting outcomes
- Learn how to create visuals of theoretical models using Venn diagrams
- Learn why and how to replace NHST with SPOT and to use consistency indexes rather than reporting  $p < .05$  and  $p < .01$  significance levels (reporting p-values is banned now in article accepted for publication in the Journal of Basic and Applied Social Psychology)
- Learn writing an article for acceptance by A\*, A, B, and C journals (ABCD journal rankings)
- Learn how to use complexity theory tenets as the foundational propositions in your theory
- At the workshop participants receive workbook of PPT slides, readings, and data-file exercises and
- Electronic copies of three books.



# DAILY PROGRAM

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## November 5 (Thu.) Conference Reception

08:00-09:30	Editorial Board Meetings (Live): - Journal of Global Scholars of Marketing Science - Journal of Global Fashion Marketing - Journal of Global Sport Management
08:00-14:00	fsQCA Workshop: Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop - Instructor: Prof. Arch G. Woodside, Editor-in-Chief of Journal of Global Scholars of Marketing Science, Professor of Marketing, Curtin University
08:00-11:00	Welcome Speeches (On-demand) Social Events - 2020 GAMMA Invited Fashion Show: Back to the Beautiful World (On-demand) Designers: Eunjoo Kim, CEO of Meehee Hanbok Couture, Los Angeles, USA Yuna Yang, Creative Director & Owner of YUNA YANG Collection NY USA Changhyun Lee, A Young Designer Recommended by 'Parsons Paris the New School' - Meet the Designers: 2020 GAMMA Invited Fashion Show (Live): 9:30-10:30 - 2020 GAMMA Young Artist Competition (On-demand) - Art Startup Village Program's Exhibition, Campustown Team of Sungshin Women's University (On-demand) - Music Gala Concert: 2020 GMC at Seoul (On-demand) Performed by the Students of the Music Department, Changwon National University
09:00-10:30	Doctoral Colloquium (Live)

## November 6 (Fri.) Concurrent Sessions

November 6 (Fri.) Concurrent Sessions							Session	Symposium	Coffee Chat
Time	2020GMC Room 1	2020GMC Room 2	2020GMC Room 3	2020GMC Room 4	2020GMC Room 5	2020GMC Room 6	2020GMC Room 7	2020GMC Room 8	2020GMC Room 9
08:00-09:30	Opening Ceremony & Keynote Speech (Live) - Welcome Speeches - Keynote Speech: The Feeling Economy: How Artificial Intelligence is Changing Marketing? Prof. Roland T. Rust (University of Maryland), Ex-Editor-in-Chief of International Journal of Research in Marketing								
09:30-10:30	Coffee Chat I (Live) Presider: Prof. Charles R. Taylor (Villanova University), Editor-in-Chief of International Journal of Advertising								
10:30-12:00	<b>Session 1.01</b> Retail Technology & Customer Experience Design	<b>Session 1.02</b> Future of Advertising I	<b>Session 1.03</b> The Role of Luxuriousness in High-End Brand Advertising I	<b>Session 1.04</b> Sustainability: Challenges, Frameworks and Insights from Asia I	<b>Session 1.05</b> Decision-Making in International Marketing I	<b>Session 1.06</b> Mobile Marketing	<b>Session 1.07</b> Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow I	<b>Session 1.08</b> 2020 Global Culture Market Equity Symposium	
12:00-13:30	<b>Session 2.01</b> New Marketing & Management in Global Digital World I	<b>Session 2.02</b> Future of Advertising II	<b>Session 2.03</b> The Role of Luxuriousness in High-End Brand Advertising II	<b>Session 2.04</b> Sustainability: Challenges, Frameworks and Insights from Asia II	<b>Session 2.05</b> Decision-Making in International Marketing II	<b>Session 2.06</b> Online Retailing	<b>Session 2.07</b> Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow II	<b>Session 2.08</b> 2020 ANZMAC-GAMMA Joint Symposium	
13:30-14:30	<b>Session 3.01</b> New Marketing & Management in Global Digital World II	<b>Session 3.02</b> Future of Advertising III	<b>Session 3.03</b> The Role of Luxuriousness in High-End Brand Advertising III	<b>Session 3.04</b> Sustainability: Challenges, Frameworks and Insights from Asia III		<b>Session 3.06</b> Marketing and Entrepreneurship	<b>Session 3.07</b> Cross Cultural Consumers and Globalization I	<b>Session 3.08</b> 2020 JSMD-GAMMA Joint Symposium	
14:30-15:30	<b>Session 4.01</b> New Marketing & Management in Global Digital World III	<b>Session 4.02</b> Future of Advertising IV	<b>Session 4.03</b> The Role of Luxuriousness in High-End Brand Advertising IV	<b>Session 4.04</b> Product Innovation & Consumer Behaviors I	<b>Session 4.05</b> Advertising and Branding	<b>Session 4.06</b> Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions I	<b>Session 4.07</b> Cross Cultural Consumers and Globalization II	<b>Session 4.08</b> Strategy & Innovation in Fashion, Beauty and Luxury I	<b>Session 4.09</b> Marketing in General I
15:30-16:30	<b>Session 5.01</b> New Marketing & Management in Global Digital World IV	<b>Session 5.02</b> Spatial Analytics in Business and Tourism Research	<b>Session 5.03</b> Global Perspectives in Business-to-Business Marketing	<b>Session 5.04</b> Product Innovation & Consumer Behaviors II	<b>Session 5.05</b> Living and Working with Robots – The Impact of (Ro-) Bots on the Service Frontline I	<b>Session 5.06</b> Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions II		<b>Session 5.08</b> Strategy & Innovation in Fashion, Beauty and Luxury II/ New Luxury and Innovation: New Fashion Cities, New Consumers and New Brands	<b>Session 5.09</b> Marketing in General II
16:30-17:30	<b>Session 6.01</b> New Marketing & Management in Global Digital World V	<b>Session 6.02</b> Service Innovation and Emerging Technologies in Tourism and Hospitality I	<b>Session 6.03</b> Integrated Marketing Communications	<b>Session 6.04</b> Product Innovation & Consumer Behaviors III	<b>Session 6.05</b> Living and Working with Robots – The Impact of (Ro-) Bots on the Service Frontline II	<b>Session 6.06</b> Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions III	<b>Session 6.07</b> Neuromarketing and Psychophysiology	<b>Session 6.08</b> Digital and Technology Driven Marketing I	<b>Session 6.09</b> Marketing in General III



# DAILY PROGRAM

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

November 7 (Sat.)

## Concurrent Sessions

November 7 (Sat.) Concurrent Sessions						Session	Symposium	Coffee Chat
Time	2020GMC Room 1	2020GMC Room 2	2020GMC Room 3	2020GMC Room 4	2020GMC Room 5	2020GMC Room 6	2020GMC Room 7	2020GMC Room 8
08:00-09:30	Meet the Editors (Live)							
09:30-10:30	Coffee Chat II Presider: C. Anthony Di Benedetto (Temple University), Co-Editor-in-Chief of Industrial Marketing Management							
11:00-12:30	<b>Session 7.01</b> New Marketing & Management in Global Digital World VI	<b>Session 7.02</b> Marketing to Aging Consumers	<b>Session 7.03</b> Asian Specialties and Marketing	<b>Session 7.04</b> Retail Merchandising and Innovation	<b>Session 7.05</b> Service Innovation and Emerging Technologies in Tourism and Hospitality II	<b>Session 7.06</b> Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions V	<b>Session 7.07</b> Multimedia Presentation I	<b>Session 7.08</b> Digital and Technology Driven Marketing II
12:30-13:30	<b>Session 8.01</b> New Marketing & Management in Global Digital World VI	<b>Session 8.02</b> New Marketing & Management in Global Digital World VIII	<b>Session 8.03</b> New Marketing & Management in Global Digital World IX	<b>Session 8.04</b> Theoretical and Practical Evolution of Retailing	<b>Session 8.05</b> Marketing Education	<b>Session 8.06</b> Consumer Decision Making and Consumer Signaling I	<b>Session 8.07</b> Marketing in General IV	<b>Session 8.08</b> Public Policy, Legal, and Ethical Issues in Marketing I
13:30-15:00	<b>Session 9.01</b> New Marketing & Management in Global Digital World IX	<b>Session 9.02</b> Business Model Innovation for Customer Value and Sustainable Business	<b>Session 9.03</b> 2020 HIT-GAMMA Joint Symposium	<b>Session 9.04</b> 2020 AEMARK-GAMMA Joint Symposium		<b>Session 9.06</b> Consumer Decision Making and Consumer Signaling II	<b>Session 9.07</b> Marketing in General V	<b>Session 9.08</b> Public Policy, Legal, and Ethical Issues in Marketing II
15:00-16:00	<b>Session 10.01</b> New Marketing & Management in Global Digital World X	<b>Session 10.02</b> New Marketing & Management in Global Digital World XI	<b>Session 10.03</b> Leveraging Big Data to Create Value for Consumers and Firms	<b>Session 10.04</b> Transformative Service Research	<b>Session 10.05</b> Innovative Marketing Management / 2020 ESCP Europe-GAMMA Joint Symposium	<b>Session 10.06</b> Consumer Decision Making and Consumer Signaling III	<b>Session 10.07</b> Marketing in General VI	<b>Session 10.08</b> 2020 GMA-GAMMA Joint Symposium
16:00-17:00	<b>Session 11.01</b> 2020 SIMKTG-GAMMA Joint Symposium	<b>Session 11.02</b> Fans and Sport Consumers in the Digital Era	<b>Session 11.03</b> Multimedia Presentation II	<b>Session 11.04</b> Interactive Video Advertising	<b>Session 11.05</b> 2020 EMAC-NZAI-GAMMA Joint Symposium	<b>Session 11.06</b> Strategic Market Management		
17:00-18:00	Coffee Chat III (Live) Presider: Jooyoung Kim (University of Georgia), Editor-in-Chief of Journal of Interactive Advertising							
18:00-21:00	Award Ceremony & Conference Dinner (Live) - Youngone Best Conference Paper Award - Best Conference Paper Award - Best Reviewer Award - Best Track Chair Award - Excellent Service Award Presider: Tony Garrett (Korea University), The Public Affairs Committee Chair, 2020 GMC at Seoul							

November 8 (Sun.)

Business Meetings
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# GENERAL INFORMATION

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Registration

### 1. Registration for faculty member

REGISTRATION TYPE	REGISTRATION FEE (USD)
<b>Early Bird: Active/Current KSMS Member Conference Registration</b> Early Bird Discount: -50.00 USD. Early Bird Deadline: Aug. 15, 2020. Qualification: KSMS Active/Current Member who paid annual global KSMS membership fee after Aug. 15, 2019.	250.00
<b>Early Bird: New KSMS Member Conference Registration</b> Early Bird Discount: -50.00 USD. Early Bird Deadline: Aug. 15, 2020. Including discounted current year membership dues for one year	350.00
<b>Late Registration: KSMS Active/Current Member Conference Registration</b> After Aug. 15, 2020. Qualification: KSMS Active/Current Member who paid annual global KSMS membership fee after Aug. 15, 2019.	300.00
<b>Late Registration: New KSMS Member Conference Registration</b> After Aug. 15, 2020. Including discounted current year membership dues for one year	400.00

### 2. Registration for student

REGISTRATION TYPE	REGISTRATION FEE (USD)
Early Bird: Active/Current KSMS Member Student Conference Registration	200.00
Early Bird Discount: -50.00 USD. Early Bird Deadline: Aug. 15, 2020. Qualification: KSMS Active/Current Student Member who paid annual global KSMS membership fee after Aug. 15, 2019.	
Early Bird: New KSMS Student Member Conference Registration	300.00
Early Bird Discount: -50.00 USD. Early Bird Deadline: Aug. 15, 2020 Including discounted current year student membership dues for one year	
Late Registration: Active/Current KSMS Member Student Conference Registration	250.00
After Aug. 15, 2020 Qualification: KSMS Active/Current Student Member who paid annual global KSMS membership fee after Aug. 15, 2019.	
Late Registration: New KSMS Student Member Conference Registration	350.00
After Aug. 15, 2020 Including discounted current year student membership dues for one year	

### Registration for "fsQCA" Workshop (Optional)

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop: Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science) Professor of Marketing, Curtin University, Perth, Australia. arch.woodside@curtin.edu.au.

TUITION TYPE	TUITION FEE (USD)
Tuition for GAMMA Prestige Club Member	40.00
Tuition for Current KSMS Member	49.00
Tuition for Non-KSMS Member (Faculty Member)	100.00
Tuition for Non-KSMS Member (Student)	70.00

### Venue: Seoul

Seoul is the capital and largest metropolis of South Korea. Seoul has a population of 9.7 million people. Considered to be a global city, Seoul was the world's 4th largest metropolitan economy in 2014 after Tokyo, New York City and Los Angeles. In 2017, the cost of living in Seoul was ranked 6th globally.

The Seoul Capital Area contains five UNESCO World Heritage Sites: Changdeok Palace, Hwaseong Fortress, Jongmyo Shrine, Namhansanseong and the Royal Tombs of the Joseon Dynasty. Seoul received over 10 million international visitors in 2014, making it the world's 9th most visited city and 4th largest earner in tourism.

With major technology hubs centered in Gangnam and Digital Media City, the Seoul Capital Area is home to the headquarters of 14 Fortune Global 500 companies, including Samsung, LG, and Hyundai. The metropolis exerts a major influence in global affairs as one of the five leading hosts of global conferences.

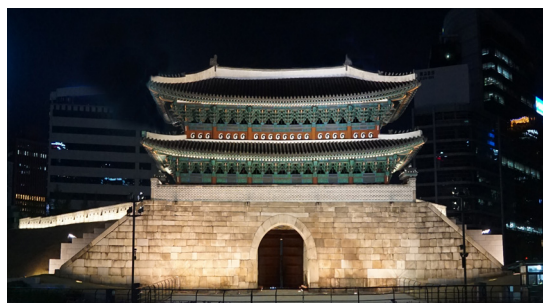
Seoul is the business and financial hub of South Korea. In 2008 the Worldwide Centers of Commerce Index ranked Seoul No.9. The Global Financial Centres Index in 2015 listed Seoul as the 6th financially most competitive city in the world. The Economist Intelligence Unit ranked Seoul 15th in the list of "Overall 2025 City Competitiveness" regarding future competitiveness of cities.

Seoul has been described as the world's "most wired city", ranked first in technology readiness by PwC's Cities of Opportunity report.[96] Seoul has a very technologically advanced infrastructure.

Seoul is among the world leaders in Internet connectivity, being the capital of South Korea, which has the world's highest fibre-optic broadband penetration and highest global average internet speeds. Since 2015, Seoul has provided free Wi-Fi access in outdoor spaces through Internet access at 10,430 parks, streets and other public places. Seoul is served by the KTX high-speed rail and the Seoul Subway, which provides 5G LTE, WiFi and DMB inside subway cars.

Seoul is home to 115 museums, including four national and nine official municipal museums. Among the city's national museum, The National Museum of Korea is the most representative of museums in not only Seoul but all of South Korea.

Seoul boasting many good universities was ranked 10th on the QS Best Student Cities 2019.





# SOCIAL ACTIVITIES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

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## Events and Social Activities

### 2020 GAMMA Doctoral Colloquium

1. Date: 9:00-10:30, Nov. 5, 2020
2. Format: Zoom Live
3. Co-Chairs:
  - Prof. John Cadogan (Loughborough University), Editor of International Marketing Review
  - Prof. C. Anthony Di Benedetto (Temple University), Co-Editor of Industrial Marketing Management
4. Assistant to the Co-Chairs: Jaehun Kim (Changwon National University), Secretary of the Local Arrangement Committee

### Editorial Board Meetings

Editorial Board Meetings: Official Journals of KSMS & GAMMA

1. Date: 08:00-09:30, Nov. 5, 2020
2. Format: Zoom Live
3. Official Journals of KSMS and GAMMA
  - Journal of Global Fashion Marketing  
Editor-in-Chief: Eunju Ko (Yonsei University)
  - Journal of Global Scholars of Marketing Science  
Editor-in-Chief: Arch G. Woodside (Curtin University)
  - Journal of Global Sport Management  
Editor-in-Chief: Kihan Kim (Seoul National University)

### fsQCA Workshop

1. Date: 08:00-14:00 Nov. 5, 2020
2. Format: Zoom Live
3. Theme: Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) Software: Hands-on Workshop for Beginners—and Writing Research Articles for Publication Acceptance in Journals in the ABDC Journal List
4. Instructor: Arch G. Woodside (Curtin University), Editor-in-Chief of Journal of Global Scholars of Marketing Science

### Meet the Designers

- 2020 GAMMA Invited Fashion Show: Back to the Beautiful World

1. Date: 09:30-10:30 Nov. 5, 2020
2. Format: Zoom Live
3. Designers:
  - 1) Eunjoo Kim
    - CEO of Meehee Habok Couture
    - CEO of Terra Interior Design, Los Angeles, USA
    - Fashion Show at Los Angeles County Museum of Art, 2018
    - GMC Fashion Show, Tokyo, 2018
    - GMC Fashion Show, Paris, 2019
    - Miss Asia Costume Award, USA, 2018
    - Costume Design for upcoming feature film starring Sandra Oh
  - 2) Yuna Yang
    - Creative director & owner YUNA YANG collection NY USA
    - 2010-2020 New York fashion week
    - 2018 Umeda Hankyu department store '4 designers to note' Osaka Japan
    - 2016 Met gala New York USA
    - 2016 Shiseido collaboration holiday event Isetan Shinjuku Tokyo Japan
    - 2016 Visiting designer Washington University in St. Louis, USA
    - 2012-2013 20th Century Fox movie studio collaboration
    - 2012 Vendôme Luxury Trade Show Paris France
  - 3) Chang Hyun (Kevin) Lee



- A Young Designer Recommended by Parsons Paris the New School for '2020 GAMMA Invited Fashion Show'.
- Fashion Design Bachelor's Degree from Parsons Paris the New School (May, 2020)
- Keenkee, New York—Design assistant for SS20 menswear collection (2019)
- Neith Nyer, Paris—Design assistant for SS19 womenswear collection (2018)
- Furina Cashmere, Seoul—Studio assistant (2018)
- Peter Pilotto—Paris Showroom assistant (2018)

### 2020 GAMMA Young Artist Competition

1. Theme: Bridging Art & Lifestyle
2. Format: On-demand
3. Areas: Painting & Sculpture / Contemporary Media / Fashion & Design
4. Homepage: <https://gamma2020.weebly.com/>

### Welcome Speeches

1. Format: On-demand
2. Welcome Speeches
  - Eunju Ko (Yonsei University), Organizing Committee Chair of 2020 Global Marketing Conference at Seoul
  - Roland T. Rust (University of Maryland), Conference Co-Chair of 2020 Global Marketing Conference at Seoul
  - Udo Wagner (University of Vienna), Conference Co-Chair of 2020 Global Marketing Conference at Seoul
  - Tania Bucic (University of South Wales), Conference Co-Chair of 2020 Global Marketing Conference at Seoul
  - Lin Huang (Kobe University), Conference Co-Chair of 2020 Global Marketing Conference at Seoul
  - Jaihak Chung (Sogang University), Conference Co-Chair of 2020 Global Marketing Conference at Seoul

### Music Gala Concert: 2020 GMC at Seoul

1. Music Director: Mihyun Kim (Chair of Music Department, Changwon National University)
2. Format: On-demand
3. Program:
  - 1) Liebeslied, S.566 Schumann : Widmung, F. Liszt(1811-1886)
    - Lee, On You (Piano), Music Department, Changwon National University
  - 2) Ari Arirang, Ahn, Jeong-Jun (1929-2009)
    - Aragonese, G. Rossini (1792-1868)
    - Park, Yeeun (Soprano), Music Department, Changwon National University
  - 3) L'isle Joyeuse, C. Debussy (1862-1918)
    - Ku, Hyun Su (Piano)
  - 4) Variation on a Theme by Paganini for two Pianos, W. Lutoslawski (1913-1994)
    - Cha, Hae Young (1st Piano), Music Department, Changwon National University
    - An, Eun Bi (2nd Piano), Music Department, Changwon National University

### Opening Ceremony & Keynote Speech

1. Date: 08:00-09:30 Nov. 6, 2020
  2. Opening Ceremony:
    - Casual Greetings from the Organizing Committee Members
  3. Keynote Speech
    - 1) Title: The Feeling Economy: How Artificial Intelligence is Changing Marketing?
    - 2) Keynote Speaker:
      - Roland T. Rust
- Distinguished University Professor and David Bruce Smith Chair in Marketing  
Executive Director, Center for Excellence in Service  
University of Maryland

### Coffee Chat I

1. Date: 09:30-10:30 Nov. 6, 2020
2. Strategic Goal: To create a time and space for the conference participants and the world class scholars to communicate casually.



# SOCIAL ACTIVITIES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

3. Presider: Charles R. Taylor (Villanova University), Editor of International Journal of Advertising

4. Invited Scholars:

- Roland T. Rust (University of Maryland), Ex-Editor-in-Chief of International Journal of Research in Marketing
- Shelly Rodgers (University of Missouri), Editor-in-Chief of Journal of Advertising
- Ming-Hui Huang (National Taiwan University), Editor-Elect of Journal of Service Research
- Eunju Ko (Yonsei University), Editor-in-Chief of Journal of Global Fashion Marketing
- Sandra Loureiro (Lisbon University Institute (ISCTE-IUL)), Guest Editor of Journal of Creative

## Coffee Chat II

1. Date: 09:30-10:30 Nov. 7, 2020

2. Strategic Goal: To create a time and space for the conference participants and the world class scholars to communicate casually.

3. Presider: C. Anthony Di Benedetto (Temple University), Co-Editor-in-Chief of Industrial Marketing Management

4. Invited Scholars:

- Joseph Sirgy (Virginia Tech), Editor of Journal of Macromarketing
- J. Bruce Tracey (Cornell University), Editor of Cornell Hospitality Quarterly
- Naveen Donthu (Georgia State University), Editor-in-Chief of Journal of Business Research
- Werner Kunz (University of Massachusetts), Special Issue Guest Editor of Journal of Service Management
- Benjamin Voyer (ESCP Europe), Guest Editor of European Management Journal

## Coffee Chat III

1. Date: 17:00-18:00 Nov. 7, 2020

2. Strategic Goal: To create a time and space for the conference participants and the world class scholars to communicate casually.

3. Presider: Jooyoung Kim (University of Georgia), Editor-in-Chief of Journal of Interactive Advertising

4. Invited Scholars:

- Iris Hung (Fudan University), Editor of International Journal of Research in Marketing
- Ian Phau (Curtin University), Editor-in-Chief of Asian and Pacific Journal of Marketing and Logistics
- Arch G. Woodside (Curtin University), Editor-in-Chief of Journal of Global Scholars of Marketing Science

## Award Ceremony

1. Date: 18:00-19:00, Nov. 7, 2020

2. Format: Zoom Live

3. Awards:

- Best Conference Paper Award
- Best Reviewer Award
- Best Track Chair Award
- Excellent Service Award

4. Presider: Tony Garrett (Korea University)

The Public Affairs Committee Chair

2020 Global Marketing Conference at Seoul

## Music Gala Concert: 2020 Global Marketing Conference at Seoul

1. Date: Thursday, Nov. 5, 2020

2. Format: On-demand

3. Program

- |  |  |
|--|--|
| 1) Liebeslied, S.566 Schumann : Widmung<br>Lee, On You (Piano)   | F. Liszt(1811-1886)                                |
| 2) Ari Arirang<br>Aragonese<br>Park, Yeeun (Soprano)   | Ahn, Jeong-Jun(1929-2009)<br>G. Rossini(1792-1868) |
| 3) L'isle Joyeuese<br>Ku, Hyun Su (Piano)  | C. Debussy(1862-1918)                              |
| 4) Variation on a Theme by Paganini for two Pianos<br>Cha, Hae Young (1st Piano)<br>An, Eun Bi (2nd Piano) | W. Lutoslawski(1913-1994)                          |

## 4. Performers: Students of Music Dept. of Changwon National University



### 1) Lee, On You (Piano)

On You Lee performed at various venues including The Young Artist Concert, Gyeongnam Phil Youth Orchestra, and Liliam Akopova Master Class.

He also won numerous prizes at renowned competitions: The 50<sup>th</sup> Gyeongnam Middle School Arts Contest(1st prize), The 52<sup>nd</sup> Gyeongnam Middle School Arts Contest(2nd prize), The 38<sup>th</sup> Kosin University National Student Concours(1st prize), 2019 New Year music Competition(2nd prize), 2019 VMP Concours(1st prize), The 4<sup>th</sup> Leeum Chamber Orchestra Competition(1st prize)



### 2) Park, Yeeun (Soprano)

Yeeun Park received the Grand Prize at the 56<sup>th</sup> Jinhae Gunhang Festival National Student Music Competition, and the Best Prize in the vocal section of the 2018 National Student Music Competition hosted by Changwon National University.

She has shown outstanding performances at the 18<sup>th</sup> Gyeongsang-namdo "Talent Donation Concert for Happiness", "Changwon University Freshman Concert" and "Changwon University concert by major".



### 3) Ku, Hyun Su (Piano)

Hyun Su Ku is a promising pianist, who entered Changwon National University as a senior. She won various prizes including the Best prize from the Changwon Music Association Competition, and the Gold prize from the Gyeongnam Duo Association Competition. She also performed as awards from auditions at Changwon National University, including "Piano-Composition Concert", and "Major Concert".



### 4) Cha, Hae Young (1st Piano)

Hae Young Cha won numerous prizes from various competitions: 2014 the 50<sup>th</sup> Gyeongnam Middle School Arts Contest(Best prize), 2016 Vienna Youth Music Concours(Grand prize), 2019 the 43<sup>rd</sup> Gaya Culture Concours(Grand prize).

She made her solo debut concert in 2019, and provided outstanding performances including 2020 "Piano-Composition Concert" at Changwon National University.



### 5) An, Eun Bi (2nd Piano)

Eun Bi An participated "Yael Weiss Master Class" at 2018 Changwon International Chamber Music Festival, and recently performed at "Piano-Composition Concert" from Changwon National University.

She also received several prizes from numerous competitions: The 55<sup>th</sup> Jinhae Gunhang Festival National Student Music Contest(Best prize), The 32<sup>nd</sup> International Meister Competition(Grand prize), The 12<sup>th</sup> Changwon Cultural Festival Competition(Grand prize), The 15<sup>th</sup> Busan Student Music Concours(Best prize).

## 5. Program Note

1) Liebeslied, S.566 Schumann : Widmung

F. Liszt(1811-1886)

"Widmung"(Dedication in English) was originally written by Robert Schumann in 1840. Schumann dedicated this piece to



# SOCIAL ACTIVITIES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

Clara Wieck as a wedding gift. This piece was later arranged for piano solo by Franz Liszt. He allowed pianists to display their virtuosity in this piece.

## 2) Ari Arirang

Ahn, Jeong-Jun(1929-2009)

"Ari Arirang" is a Korean classical vocal music using the text from Korean folk song. It is a love song saying "Please, Don't leave me." The piece was written by Jeong Jun Ahn and had a fame after Sumi Jo performed the piece at the 2020 Nobel Prize Awards ceremony.

## Aragonese

G. Rossini(1792-1868)

Rossini was an Italian composer who gained fame for his operas. The melodious note arrangement of Aragonese ranged from pianissimo to forte carrying the player and the audience through an array of vivid emotions. It is extremely bravura and has well-crafted piano accompaniments.

## 3) L'isle Joyeuse

C. Debussy(1862-1918)

L'isle Joyeuse is an extended solo piano piece by Claude Debussy composed in 1904. The work has external influence from Watteau's painting "L'embarquement pour Cythere", which describes a departure from the island of Cythera, symbolizing the temporary nature of human happiness. There are pairs of lovers, flying cupids, the statue of Venus, and a golden boat. Debussy used trill, dotted rhythm, rippling triplets, arpeggios and passionate waltz tunes to describe the energetic scene.

## 4) Variation on a Theme by Paganini for two Pianos

W. Lutoslawski(1913-1994)

Variation on a Theme by Paganini for two Pianos was written in 1941 by the Polish composer Lotuslawski. The work has the theme from Paganini's 24<sup>th</sup> Caprice, eleven variations and finale. It has part humorous parody of the theme, and part furious display of virtuosity. The pianists mimic violin's pizzicato, harmonics, double stops, and other effects.

## 6. Music Director



### Mihyun Kim (Chair of Music Department, Changwon National University)

Pianist Mihyun Kim graduated from Busan Arts High School and Seoul National University, and went abroad for further study. She obtained her Master's degree in piano performance from Peabody School of Music, and the Doctor of Music Arts degree in piano performance from the University of Oregon.

Her outstanding performance has been recognized since her school years, and she performed with the Busan Arts High School Orchestra on the Regular Concert. She also received Seoul National University 4-year Scholarship for excellence, Minchon scholarship,

Teaching assistant from University of Oregon for piano accompaniment and full tuition waiver, Lotta Carll scholarship, Best Performer Award from UO President, and Best Piano Player Award from the College of Music.

She was recognized for her performance and won various prize including the grand prize from Youth Kora Daily Paper Contest, 1<sup>st</sup> prize from the Teenagers Competition, and 1<sup>st</sup> prize at Concerto Competition at University of Oregon. She cooperated with numerous orchestras including Busan Philharmonic Orchestra, Busan Philharmonic Youth Orchestra, United Korea Orchestra, Korea Gyeongnam Symphony Orchestra, Moscow Symphony Orchestra, Grande Ronde Symphony Orchestra, Rumania Banatul Timisoara Philharmonic Orchestra, etc.

She is currently a faculty member of music department at Changwon National University College of Arts.



## 2020 GAMMA Young Artist Competition

**1. Theme:** Bridging Art & Lifestyle

**2. Host:** Global Alliance of Marketing & Management Associations

**3. Partners:** Korean Scholars of Marketing Science

University of Vienna

University of Florence

Fashion Art Research Center of China Central Academy of Fine Arts

Sungshin Women's University, Campus Town Team

ACCESS

**5. Sponsors**

Korea Economy and Management Development Institute

LOD: Life on DNA

**6. Strategic Goal:** To encourage young artists to pursue their own innovative approaches in bridging art and lifestyle

**7. Competition Schedule:** Submission deadline: October 1st, 2020

Announcement of the 1st Screening: October 13th, 2020

Announcement of the 2nd Screening: October 28th, 2020

Award Ceremony at Seoul, Republic of Korea, November 7th, 2020

**8. Areas:** Painting & Sculpture

Contemporary Media Art

Fashion & Design

**9. Steering Committee**

Committee Chair: Jooeun Sung, Associate Professor, Yonsei University

Art Director: Juhyun Kim, Sungshin Women's University

**10. Committee Members**

Florence Leclerc-Dickler, Parsons Paris School, France

Benjamin Voyer, ESCP Europe, UK

Colin Priest, Architect, Artist and Educator, UK

Raffaele Donvito, University of Florence, Italy

Eun Joo Kim, Terra Design Studio, USA

Aluna-Yue Lyu, China Central Academy of Fine Arts, China

Jaehee Chung, Hongik University, Republic of Korea

Sang-Hoon Kim, Seoul National University, Republic of Korea

Dokshin Lim, Hongik University, Republic of Korea

Chikyu Kwon, Sungshin Women's University, Republic of Korea

Nungsaeng Park, Changwon National University, Republic of Korea

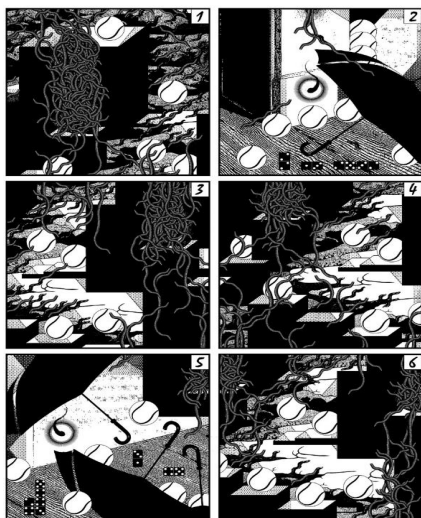
'2020 GAMMA Young Artist Competition' lasted from May 6th to October 1st and attracted many artists from the fields of painting & sculpture, contemporary art, and fashion & design. 133 participants from 29 countries (Republic of Korea, China, Russia, Israel, India, Estonia, Spain, Iran, USA, Canada, Brazil, Thailand, Hungary, Argentina, Italy, Rumania, Turkey, Saudi Arabia, Lithuania, Portugal, Ukraine, Swiss, Kenya, Venezuela, Latvia, Indonesia, Philippines, Bulgaria, Serbia) submitted more than 500 works in total. From the first round of selection, 16 candidates from painting & sculpture, 4 candidates from contemporary art, and 5 candidates from fashion & design fields were chosen. 5 finalists among 25 shortlisted candidates have been chosen by an international team of juries and they will have an opportunity to exhibit and present their works at 2020 GMC Seoul.



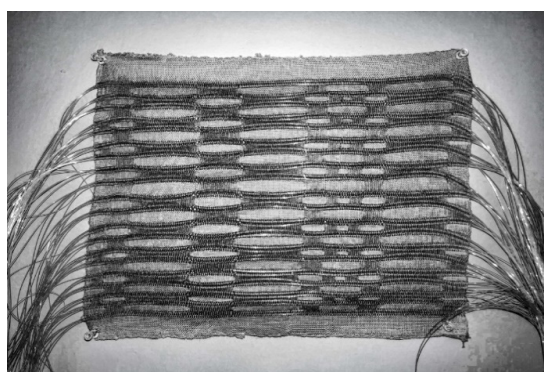
# SOCIAL ACTIVITIES

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## Best Young Artists of the year



1. Heeseung Nam (Republic of Korea), <déjà vu>, 60.7x45cm
2. Hea R. Kim (Republic of Korea), <Indecisive Valley>, Variable size



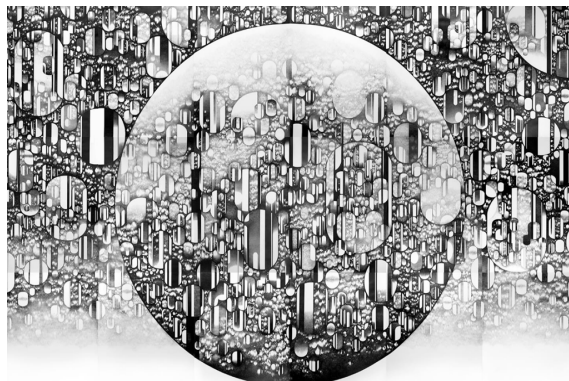
3. In Kyung Kwon (Republic of Korea), <Revisited Memories At last 3>, 130.3x194cm
4. Qianwen Yu (China), <The Symphony Behind the Fabric>, 4032\*3024px



5. Tina Lam (Canada), <The spent dreams of volcanoes>, 105\*120\*146 inches

## Young artists of the year

### Painting & Sculpture



6. Ayuna (Republic of Korea), <Sea foam #Save us>, 130.3\*180.5cm

7. Jungin Lee (Republic of Korea), <Trajectory>, 215\*330cm



8. Haeseung Yun (Republic of Korea), <Elephant in the room>, 34\*42cm



정서인, <Peakcape>, 장지에 화선지 골리듬,채색,형,라이팅, 116cm x 91cm, 2015

9. Chansong Kim (Republic of Korea), <Traces>, 112.1\*162.2cm

10. Seoin Jung (Republic of Korea), <Peakcape>, 116\*91cm





# SOCIAL ACTIVITIES

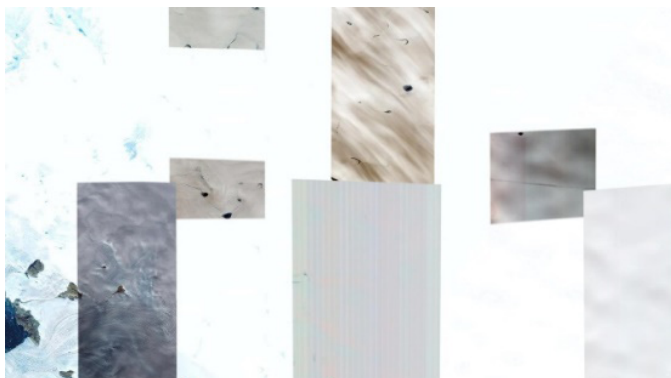
2020 GLOBAL MARKETING CONFERENCE AT SEOUL



11. Kwang Ho Na (Republic of Korea), <Postman Joseph Roulin>, 91\*116.7cm  
12. Hyemin Ji (Republic of Korea), <Collection No. 1,2>, Variable size



13. Jiyun Kim (Republic of Korea), <Moon Rabbit Jeon Vase>, 32\*32\*75cm  
14. Jeremy Wolf (USA), <The stoop>, 40x51"



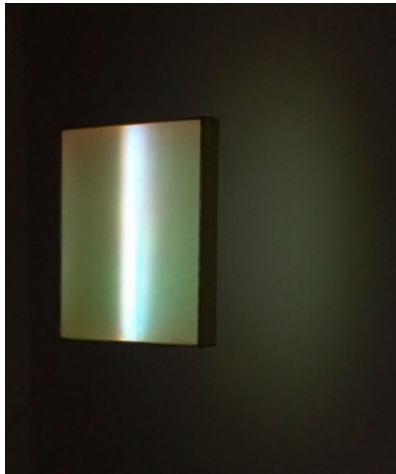
15. Aurelie Crisetig (Swiss), <This belongs to everyone, so enjoy the view>, 50\*70cm  
16. Erez Uzan (Israel), <Untitled>, 174\*174cm





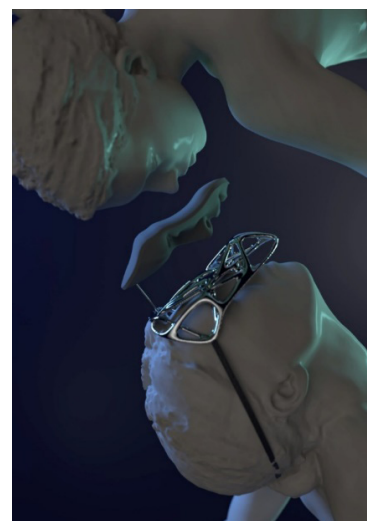
17. Hernan ESCOBAR SAATDJIAN (Venezuela), <UNO>, 94.3\*94.3cm

## Contemporary Media Art



18. Nawon Paek (Republic of Korea), <Fissure\_Yellow>, 40\*50cm

19. Jung Min Park (Republic of Korea), <Let the winds of the heaven dance between you>, 41\*48\*54cm



20. Horis Liu (China), <Reborn>, Variable size, Mixed media

21. Cao Dongyu (China), <Twins no.1>, Variable size



# SOCIAL ACTIVITIES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Fashion & Design



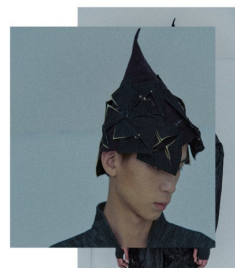
22. Joanel Wang (China), <Cyber Wave>, 65\*200cm

23. Yixi Zhang (China), <Birdman>, 180\*92cm



24. Huang Siyun (China), <Siyunism>

25. Hongren Zhou (China), <Indipendent Fragment>, 100\*100\*185cm



ZHU

## Meet the Designers

**1. Theme: Back to the Beautiful World**

**2. Date: 09:30~10:00 Nov. 5, 2020**

**3. Format: Zoom Live**

**4. Designers**



### 1) Eunjoo Kim

- CEO of Meehee Habok Couture
- CEO of Terra Interior Design, Los Angeles, USA
- Fashion Show at Los Angeles County Museum of Art, 2018
- GMC Fashion Show, Tokyo, 2018
- GMC Fashion Show, Paris, 2019
- Miss Asia Costume Award, USA, 2018
- Costume Design for upcoming feature film starring Sandra Oh



### 2) Yuna Yang

- Creative director & owner YUNA YANG collection NY USA
- 2010-2020 New York fashion week
- 2018 Umeda Hankyu department store '4 designers to note' Osaka Japan
- 2016 Met gala New York USA
- 2016 Visiting designer Washington University in St. Louis, USA
- 2012-2013 20th Century Fox movie studio collaboration



### 3) Chang Hyun Kevin Lee

- A Young Designer Recommended by 'Parsons Paris the New School' for '2020 GAMMA Invited Fashion Show'
- 2019 Keenkee, New York—Design assistant for SS20 menswear collection
- 2018 Neith Nyer, Paris—Design assistant for SS19 womenswear collection
- 2018 Furina Cashmere, Seoul—Studio assistant
- 2018 Peter Pilotto—Paris Showroom assistant





## SOCIAL ACTIVITIES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

### Eunjoo Kim (Link: <https://youtu.be/YiinbrrbrGg>)

"At Meehee Hanbok, we work to preserve cultural tradition while also pushing the boundaries of what hanbok can be in a modern context. To us, Hanbok is an art form, combining unexpected colors and dynamic forms through layering and experienced hands at work. We uphold tradition by using silk, which is deep in our Korean roots. We also take pride in the fact that we have made Hanbok accessible and relevant beyond the borders of Korea, in Korean-American homes, and even in film and media, dressing notable figures such as Sandra Oh, Jessica Alba, Ludwig Goransson, and many others. And most importantly, we dress people who wish to stay close to their roots through fashion and celebration."





## Yuna Yang (Link: <https://youtu.be/FBcAWvS555M>)

Collection description:

As a fashion designer, Yuna Yang loves the opportunity to convey the concept behind her work in addition to her constructed final products, viewing each piece as a form of art to be shared, rather than simply sold. YUNA YANG COLLECTION, is inspired by the colors, textures and narratives in fine art combined with her love of detail and unique Eastern perspective on Western aesthetics. Featuring women's high-end ready to wear, each design in the collection leverages a modern vision that harmonizes the quality of traditional couture.





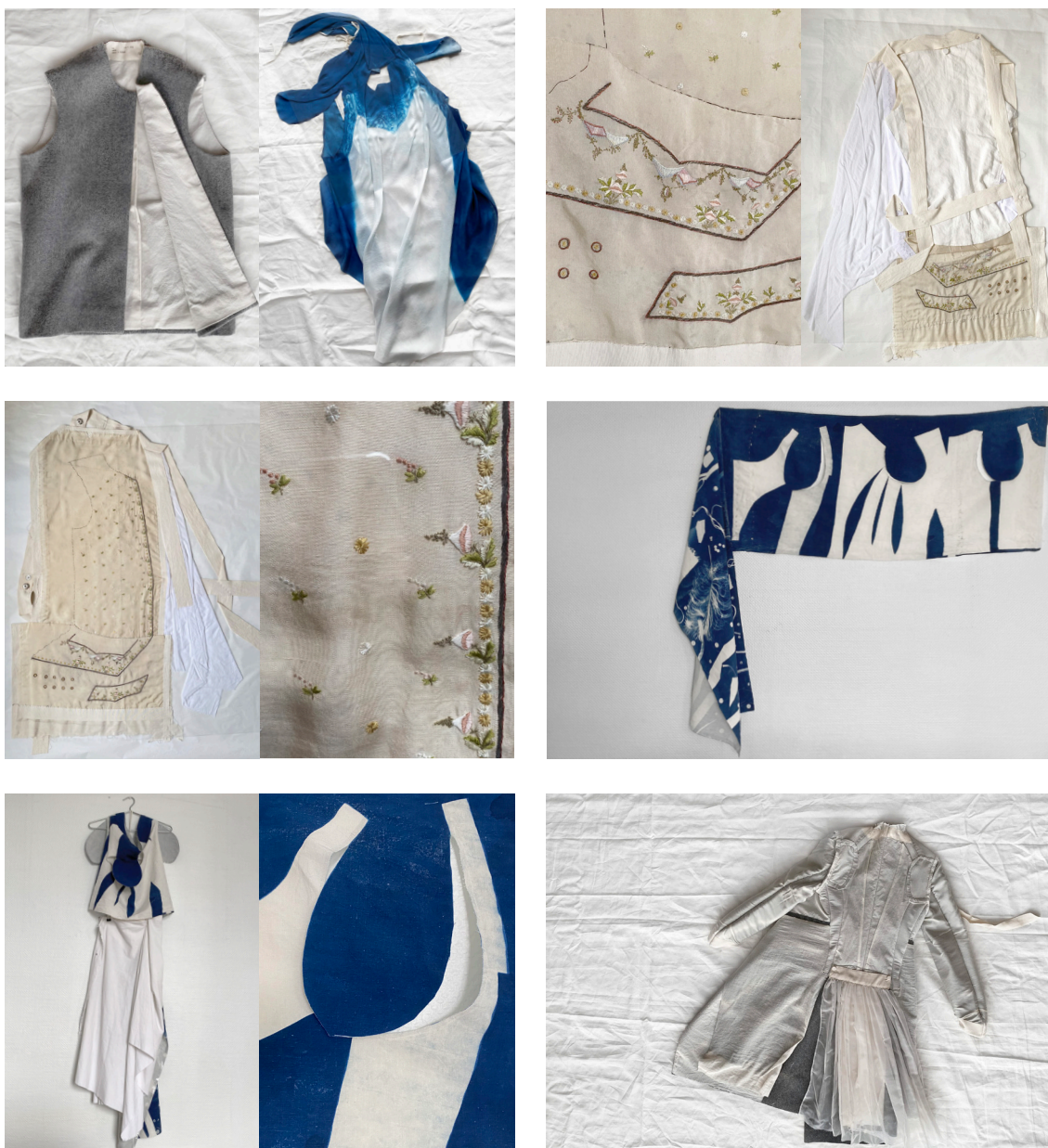


# SOCIAL ACTIVITIES

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Chang Hyun Kevin Lee (Link: <https://youtu.be/77TkvcSk36U>)

My collection examined French fashion history through the late 18th and 19th century eras of industrialization, and the way in which these transitional periods of human history have shaped the nature of clothing. It is an homage to forgotten craftspeople and labourers of the past, as well as an exploration of what a slower and more integral production of clothing could mean for my generation. With this series of works, I have restored and replicated certain techniques and embroideries from original antique garments (circa 18th-19th century) and I attempted to translate past proportions and materialities through examination, dissection and reinterpretation. The garments were embellished, constructed, and finished by hand using ancient techniques and textiles that are obsolete within today's production dynamic. clothing, proposing new production methods which reflect the forgotten expertise of our past.



November 6, 2020

## Session 01 (10:30-12:00, November 6, 2020, UTC/GMT +09:00)

### Session 1.01: Retail Technology & Customer Experience Design

Session Chair: Hye-Young Kim (University of Minnesota)

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Exploring users' perception of voice assistants: qualitative approach	Claire Whang Hyunjoo Im Garim Lee	California State Polytechnic University, Pomona University of Minnesota University of Minnesota
Co-creation with fans to enhance purchase intent and customer engagement in product and service development	Tomoko Kawakami Linda Hamdi-Kidar	Waseda University Toulouse Business School
Visual merchandizing design in the era of online for offline: multiple case studies on retail stores in Korea and Japan	Nhayoon Kim	Waseda University
Strategic innovation in the Australian retail sector - a new approach for enhancing the customer experience	Barbara Gligorijevic	Sydney City School of Business - Top Education Institute

### Session 1.02: Future of Advertising I

Session Chair: Riccardo Rialti (University of Florence)

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Gamification and mobile advertising efficacy: empirical evidences from Italian millennials	Riccardo Rialti Lamberto Zollo Raffaele Filieri Irene Pieraccini	University of Florence University of Florence Audencia Business School University of Florence
The influence of opinion leader attributes on brand equity in the PGC environment: the moderating effect of endorser-endorser congruency	Chunlin Yuan Kyunghoon Kim Jenny Ma Chenlei Zhang Shuman Wang	Institute of Enterprise Strategic Management, Henan University Changwon National University University of Greenwich Business School of Henan University Business School of Henan University
How to enhance soundless video advertisements	Jung-Kuei Hsieh	National Taipei University
Understanding online users by segmenting their search keywords: empirical analysis from online auto insurance search advertising	Moon Young Kang Sunghoon Kim	Soongsil University Arizona State University
Relationships among consumption values, affective responses, and customer patronage intention for luxury brands	Sang-Lin Han Ki-Hyung Kim Junyeon Moon	Hanyang University Hanyang University Hanyang University, ERICA
Dark patterns - darker side of marketing in online travel agency websites	Woody Kim Souji Gopalakrishna Pillai	Florida State Univ Florida State University
Sexual ad appeals in social media: effects and influences of cultural difference and sexual self-schema	Hoon Choi Kyunga Yoo Tom Reichert Temple Northup	University of Houston KT Corporation University of South Carolina University of Houston



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 1.03: The Role of Luxuriousness in High-End Brand Advertising I

Session Chairs: Hyunju Shin (Georgia Southern University)  
Sue Ryung Chang (Yonsei University)

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The influence of humor appeal in luxury advertising	Hyunju Shin Sukki Yoon Kacy Kim	Georgia Southern University Bryant University Bryant University
Communicating luxury through csr initiatives: the influence of brand hypocrisy, consumer skepticism and brand trust	Isaac Cheah Anwar Sadat Shimul Min Teah Hyo Jin Eom	Curtin University Curtin University Curtin University Curtin University
When "liking" versus posting on social media strengthens or weakens preference for luxury products	Jungsun Cho Junghyun Kim Bruno Godey	Monash University NEOMA Business School NEOMA Business School
When consumer knowledge is power: determinants of luxury maturity stages	Foo Nin Ho Jared Wong	San Francisco State University Duke University
The effect of influencers and user generated content on high-end product purchase intention	Yu-Ting Chen Jeeyeon Kim	National Sun Yat-sen University National Sun Yat-sen University

## Session 1.04: Sustainability: Challenges, Frameworks and Insights from Asia I

Session Chairs: Eunju Ko (Yonsei University)  
Benjamin Wooliscroft (Auckland University of Technology)

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Building a sustainable business model for professional clubs in the china national basketball league (nbl): a stakeholder perspective	Ning Chris Chen Herb de Vries Xueli Wang	University of Canterbury University of Canterbury Tsinghua University
Marketing for good: co-creating a behaviour change program	Jeawon Kim Sharyn Rundle-Thiele Timo Dietrich Kathy Knox	Griffith University Griffith University Griffith University Griffith University
Consumer innovativeness and adoption of eco-innovations – an indian study	Pradipta Halder Tommi Laukkanen	Business School, University of Eastern Finland Business School, University of Eastern Finland
Organic cultivation as the way forward to develop value chain and market linkages for small tea growers: evidence from india	Nabajyoti Deka Kishor Goswami	Indian Institute of Technology Kharagpur Indian Institute of Technology Kharagpur

### Session 1.05: Decision-Making in International Marketing I

Session Chairs: Paul Hughes (De Montfort University)  
 Magnus Hultman (University of Leeds)  
 Joao Oliveira (Loughborough University)

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Nostalgia, attitude toward sponsors, and purchase intention for sponsors' products</b>	Heetae Cho	Nanyang Technological University
	Weisheng Chiu	Open University of Hong Kong
	Hyun-Woo Lee	Texas A&M University
	Xiaofang Doreen Tan	Nanyang Technological University
<b>Brand transgressions and brand recovery in the context of sacred consumption: an institutional theory perspective</b>	Simran Kaur	Sunway University
	Pervaiz Ahmed	Monash University
	Yit Sean Chong	Monash University
	Yunus Ali	Monash University
<b>In-group citizens of the world? Ethnocentrism and prosocial foreign activities</b>	Ruby Appiah-Campbell	Loughborough University
	Kemefasu Ifie	Loughborough University
	John Cadogan	Loughborough University
	Nina Michaelidou	Loughborough University
<b>A cross-cultural study on the effect of causes of need in charity advertising</b>	Joon Yong Seo	State University of New York, Brockport
	Younghwa Lee	Sungkyunkwan University
	Sukki Yoon	Bryant University
<b>Innovation and export propensity: a configuration approach</b>	Carmen Lopez	Southampton Business School, University of Southampton
	Mohamed Yacine Haddoud	University of Plymouth
	Dulekha Kasturiratne	University of Plymouth

### Session 1.06: Mobile Marketing

Session Chairs: Wolfgang Fritz (Technische Universitaet Braunschweig)  
 Stefanie Sohn (Technische Universitaet Braunschweig)

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Private or provided? Consumer acceptance of different types of in-store mobile self-scanning technology</b>	Stefanie Sohn	Technische Universität Braunschweig
	Barbara Seegebath	Technische Universität Braunschweig
<b>The in-store mobile location based advertising framework based on temporal time, information and receiver</b>	Heba Zahou	Harbin Institute of Technology
	Guoxin Li	Harbin Institute of Technology
	Mahmoud A. Eissa	Harbin Institute of Technology
	Bo Lu	Harbin Institute of Technology
<b>Exploring scarcity in mobile promotion and immediate purchase intention</b>	Qin Sun	California State University Northridge
	Rajasree K. Rajamma	Fairfield University
	Deborah D. Heisley	California State University Northridge
<b>Factors leading to continuous usage of ai service on mobile shopping</b>	Mahmoud A Soliman	Independent Container Line Ltd
	Cheuk Nga Chan	Beijing Normal University-Hong Kong Baptist University United International College
	Hanglei Guo	Beijing Normal University-Hong Kong Baptist University United International College



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 1.07: Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow I

Session Chairs: Linda Golden (The University of Texas at Austin)  
Kacy Kim (Bryant University)

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Fashion activism: exploring how fashion impacts consumer behavior	Farah Fouad	Arab Academy For Science, Technology, Maritime and Transport
	Ana Soares	University of Minho
	Eiman Negm	Arab Academy For Science, Technology, Maritime and Transport
Do young consumers care about country-of-origin of luxury fashion brands?	Eunjoo Cho	University of Arkansas
	Steven Kopp	University of Arkansas
	Sabrina Heix	TU Dortmund
How do knowledge and trust influence fast fashion consumption in an ethical way? An empirical study	Yongdan Liu	University of Macau
	Matthew Liu	Univeristy of Macau
	Andrea Perez	Universidad de Cantabria
	Ziying Mo	International School of Business & Finance, Sun Yat-Sen University

## Session 1.08: 2020 Global Culture Market Equity Symposium

Session Chairs: Roland T. Rust (University of Maryland)  
Eunju Ko (Yonsei University)

Discussants: Arch G. Woodside (Curtin University)  
Benjamin Voyer (ESCP Europe)  
Raffaele Donvito (University of Florence)  
Hao Zhang (Northeastern University)  
Ikuo Takahashi (Keio University)  
Kyung Hoon Kim (Changwon National University)

Sponsor: National Research Foundation of Korea

Time: 10:30-12:00, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Pandemic impact on fashion consumption change: focusing on covid-19	Jisu Ko	Yonsei University
	Eunju Ko	Yonsei University
Human brands, ewom, and customer equity: the moderating effect of cultural proximity on consumer-brand relationships	Minju Lee	Yonsei University
	Eunju Ko	Yonsei University
The impact of collaboration marketing activities between the online gaming and fashion industries	Jiwon Yoo	Yonsei university
	Eunju Ko	Yonsei university
Exploring cultural market equity in online web series industry	Huanzhang Wang	Jiangnan University
Luxury customization and self-authenticity: implications for consumer wellbeing	Dayeon Choi	Yonsei university
	Yuri Seo	University of Auckland Business School
	Felix Septianto	University of Auckland Business School
	Eunju Ko	Yonsei University



## Session 02 (12:00-13:30, November 6, 2020, UTC/GMT +09:00)

### Session 2.01: New Marketing & Management in Global Digital World I

Session Chair: Joeeun Sung (Yonsei University)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Social engagement for integration	Joeeun Sung	Yonsei University
	Jae Hoon Hwang	Yonsei University
	Jong-Souk Yeo	Yonsei University
	Eunju Ko	Yonsei University
	Sang Hoon Kwon	Yonsei University
	Dong-ill Shin	Yonsei University
How emerging market invest response to food nutrition labelling regulation	Yerim Chung	Yonsei University
	Qiaolian Cheng	Harbin Institute of Technology
	Zou Peng	Harbin Institute of Technology
	Yixin Li	Harbin Institute of Technology
How do individual mobilities drive platform equity in the business ecosystem via mobile app?	Minsun Yeu	Harbin Institute of Technology
	My-Trinh Bui	VNU International School, Vietnam
	Don Jyh-Fu Jeng	National University, Hanoi
How fashion exhibitions are changing high-end luxury brand experience: an introspective study on chanel's mademoiselle prive	Thi-Mai Le	National Chengchi University
		VNU International School, Vietnam
		National University, Hanoi
"It helps me make a 'good' purchase" -a study on the effects of product-type and media on advertising of csr-related products	Jasmine A.L. Yeap	Universiti Sains Malaysia
	Yehyeon Kwon	Yonsei University
	Dae Ryun Chang	Yonsei University
	Jungwoon Kim	Yonsei Business Research Institute
	Jihee Woo	Yonsei University
	Hosun Lee	Yonsei University

### Session 2.02: Future of Advertising II

Session Chair: Yung Kyun Choi (Dongguk University)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
How do digital shopping mistakes lead to wom?	Hkawn San	National Sun Yat-sen University
	Jeeyeon Kim	National Sun Yat-sen University
Influences of cultural and social relationship variables on electronic word-of-mouth behavior	Hojoon Choi	University of Houston
	Kyung Yul Lee	Hanyang University
	Temple Northup	University of Houston
He effects of influencer on ad effectiveness: moderating role of message appeal and brand awareness	Haiyun Zhu	Donggug University
	Yung Kyun Choi	Donggug University
Analyzing the art of creative storytelling in branded content digital video advertising	Park Beede	Zayed University
	Donghee Shin	Zayed University
Impact of digital native advertising to a brand	Kong Cheen Lau	Singapore University of Social Sciences
	Carina Foo	Singapore University of Social Sciences
Practitioner views of creativity and digitization in the hong kong advertising industry	Julie Bilby	Hong Kong Baptist University
	Kara Chan	Hong Kong Baptist University
Is cluttered social media environment bad for advertising?	A-Reum Jung	Sejong University
	Jun Heo	Louisiana State University



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 2.03: The Role of Luxuriousness in High-End Brand Advertising II

Session Chairs: Ziyang Mo (International School of Business & Finance, Sun Yat-Sen University)  
Sue Ryung Chang (Yonsei University)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Does culture matter in art infusion? Implications for luxury advertising</b>	Hyejin Jun	yonsei university
	Yuri Seo	University of Auckland Business School
	Felix Septianto	University of Auckland Business School
	Eunju Ko	Yonsei University
<b>Redefining luxury advertising: motivation in advertised value, attitudes and susceptibility</b>	Anastasios Panopoulos	University of Macedonia
	Koronaki Eirini	Rennes School of Business
	Antigone Kyrousi	The American College of Greece
	Athina Zotou	Cyprus University of Technology
<b>An extended abstract: limited edition advertising does not always work for luxury brands: the influence of consumption contexts</b>	Ting-Hsiang Tseng	Feng-Chia University
	Matthew Liu	Univeristy of Macau
	Ziyang Mo	Sun Yat-Sen University

## Session 2.04: Sustainability: Challenges, Frameworks and Insights from Asia II

Session Chair: Tetsuma Emmaru (Osaka City University)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Green marketing strategy, green corporate image and sustainability performance: insights from readymade garment firms in bangladesh</b>	Husna Ara	Universiti Sains Malaysia
	Jasmine A.L. Yeap	Universiti Sains Malaysia
	Siti Hasnah Hassan	Universiti Sains Malaysia
<b>What is the sustainability in local branding? -Consideration from structure model of the regional re-birth in teshima (art setouchi)-</b>	Shinya Nakami	Gakushuin University
	Tetsuma Emmaru	Osaka City University
	Koji Osaki	Senshu University
<b>Does haze promote pro-environmental behavior? The influence of air quality on pro-environmental behavior of chinese residents</b>	Guanghua Sheng	Business School, Jilin University
	Jiatong Dai	Business School, Jilin University
	Hong Pan	Business School, Jilin University
	Siyu Che	Business School, Jilin University
<b>On encouraging green living – when does a positive role model backfire?</b>	Maggie Y. Chu	The Open University of Hong Kong
	Chun Ying Lisa Wan	The Chinese University of Hong Kong

## Session 2.05: Decision-Making in International Marketing II

Session Chairs: Paul Hughes (De Montfort University)  
Magnus Hultman (University of Leeds)  
Joao Oliveira (Loughborough University)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Country of origin effect: the role of information processing in product evaluation</b>	A-Reum Jung	Sejong University
	Jun Heo	Louisiana State University
<b>Does brand origin matter? An analysis of low-involvement developing market brands internationalizing into a developed market</b>	Albena Björck	Zurich University of Applied Sciences
	Michelle Carvajal Ramirez	Zurich University of Applied Sciences
<b>'I want you to panic': cross cultural perspectives on climate change scepticism</b>	Esra Asif	University of Leeds
	Christina Papadopoulou	Leeds Beckett University
<b>Streetwear collaborations</b>	Guy McKelvey	University of Huddersfield

### Session 2.06: Online Retailing

Session Chair: Lei Song (The Pennsylvania State University)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Personalized or not: the effect of awareness of information blindness on online shopping recommendation</b>	Xiaoyan Luo Lisa C. Wan	The Chinese University of Hong Kong The Chinese University of Hong Kong
<b>Investigating influencers' posts on instagram: impact of influencer expertise, post like number and content richness on advertising effectiveness</b>	Yanni Ping Lei Song	St. John's University Penn State Abington
<b>The youth market moves online: factors influencing purchase intention of online fashion products</b>	Amara Singh Neo Ligara Marike Venter de Villiers	University of the Witwatersrand University of the Witwatersrand University of the Witwatersrand
<b>How counterfactual thoughts and perceived motive influence online service recovery fairness perceptions</b>	Jaywant Singh Benedetta Crisafulli Wenzhong Wei	University of Southampton Birkbeck, University of London Shandong University
<b>Offline touch and online retailing: evidence from a field experiment</b>	Sanghwa Kim Jeonghye Choi Seung Hyun Kim	University of Maryland Yonsei University Yonsei University

### Session 2.07: Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow II

Session Chairs: Linda Golden (The University of Texas at Austin)  
Kacy Kim (Bryant University)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

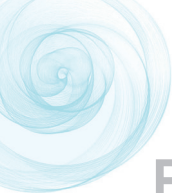
TITLE	NAME	AFFILIATION
<b>How liberals versus conservatives evaluate logo prominence for unfamiliar fashion brands</b>	Ganga Urumutta Hewage Laura Boman Sona Klucarova	Bryant University University of Central Florida University of Central Florida
<b>The effect of price strategies and message appeals of upcycling fashion brands on consumers' perception and sustainable consumption</b>	Yoon Hi Sung Eun Yeon Kang	The University of Oklahoma Kutztown University
<b>Digitalised and digitised fashion exhibitions and big events: "china: through the looking glass" case study</b>	Maria Mercedes Gatón Fraile Lucia Perez Perez	University of Malaga EAE Business School

### Session 2.08: 2020 ANZMAC-GAMMA Joint Symposium

Session Chairs: Tony Garrett (Korea University)  
Ian Phau (Curtin Business School)

Time: 12:00-13:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Innovations and customer participation in the new product development process on firm financial performance</b>	Hyeyeon Yuk Tony Garrett	Korea University Business School Korea University Business School
<b>Aged consumers' acceptance of the personal voice assistant technology: technology acceptance model</b>	Brian 'T Hart Graham Ferguson Saadia Shabnam	Trinity Western University Curtin University Curtin University
<b>Signaling effect and the influence of genres: movie consumption on chinese online video platforms</b>	Zhujun Li Haodong Gu Ning Chen	Shanghai University Shanghai University University of Canterbury
<b>Consumer behaviours under on-going terror threats</b>	Ning Chris Chen Rohail Ashraf	University of Canterbury King Abdulaziz University



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 03 (13:30-14:30, November 6, 2020, UTC/GMT +09:00)

### Session 3.01: New Marketing & Management in Global Digital World II

Session Chair: Jeonghye Choi (Yonsei University)

Time: 13:30-14:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
How to make pre-roll advertising more effective	Yiling Li	Yonsei University
	Hyejin Kim	Korea Advanced Institute of Science and Technology
	Jeonghye Choi	Yonsei University
Analyzing the influence of ai-enabled digital marketing on parasocial brand experience and brand equity	Chunlin Yuan	Institute of Enterprise Strategic Management, Henan University
	Kyunghoon Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
	Shuman Wang	Business School of Henan University
The interplay between robot design, customer perceptions and service outcomes: a fsqca perspective	Hector Gonzalez-Jimenez Yang Sun	ESCP Business School Zhejiang SCI-TECH University
Using zmet to construct the consensus map for online art-based startups	Juhyun Kim	Sungshin Women's University

### Session 3.02: Future of Advertising III

Session Chair: Jungkeun Kim (Auckland University of Technology)

Time: 13:30-14:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Do you trust ai? The effect of ai personalization on advertisements	Jungkeun Kim	Auckland University of Technology
	Elise Hunter	Advanced Learning Limited
	Chaein Lee	Korea University
	Jacob C. Lee	Dongguk University
	Jae-Eun Kim	University of Auckland
	Dong-Mo Koo Mark T. Spence	Kyungpook National University Bond University
Future ai advertising: neural cues of consumer engagement in social media advertising with deep learning method	jing Zhang Eun-Ju Lee	Sungkyunkwan University Sungkyunkwan University
Competition or collaboration: cross-platform advertising with virtual reality	Sung Yoon Ri	Gachon University
	Dae Ryun Chang	Yonsei University
	Hosun Lee	Yonsei University
	Jungwoon Kim	Yonsei University
What drives micro-influencers advertising effectiveness on live streaming? The perspective of trust transfer and para-social interaction	Bo Lu	Harbin Institute of Technology
	Guoxin Li	Harbin Institute of Technology
	Yufeng He	Harbin Institute of Technology

### Session 3.03: The Role of Luxuriousness in High-End Brand Advertising III

Session Chairs: Nara Youn (Hongik University)  
Sue Ryung Chang (Yonsei University)

Time: 13:30-14:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Serifs for conservatives: the effect of perceived luxuriousness of typeface on the persuasiveness of political campaign</b>	Jiwon Yi Nara Youn	Hongik University Hongik University
<b>Customer engagement with luxury brands on social media: the role of brand ethereality and post quality</b>	Saleh Bazi Raffele Filieri Matthew Gorton	Newcastle University Audencia University Newcastle University
<b>Fashion luxuriousness in advertising: the role of made in Italy and heritage on the new face of luxury</b>	Serena Rovai Silvia Ranfagni Wilson Ozuem Michelle Willis	Excelia Group - La Rochelle Business School Università degli studi di Firenze Cumbria University Cumbria University
<b>Kitsch as the new luxury: how narcissistic consumers perceive luxuriousness from kitsch advertising</b>	Donghwy An Hanna Shin Nara Youn	Seoul National University Hongik University Hongik University

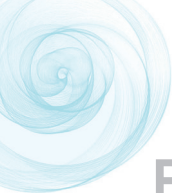
### Session 3.04: Sustainability: Challenges, Frameworks and Insights from Asia III

Session Chair: Tai Ming Wut (The Hong Kong Polytechnic University)

Time: 13:30-14:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Effect of corporate social responsibility practice on social media crises in travel industry</b>	Tai Ming Wut Bill Xu	School of Professional Education and Executive Development, The Hong Kong Polytechnic University School of Professional Education and Executive Development, The Hong Kong Polytechnic University
<b>Barriers to behavior change and recommendations: a case study of ivory product consumption in China</b>	Ge Xiao Hyeryeon Lee Woojun Lee	Wilkes University Wilkes University Wilkes University
<b>How asymmetric supply chain relationships affect sustainable product development in fashion industry</b>	Cagri Talay Lynn Oxborrow Helen Goworek	Nottingham Trent University Nottingham Trent University Durham University





# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 3.06: Marketing and Entrepreneurship

Session Chairs: Mara Bakpayev (University of Minnesota)  
 Fabian Bartsch (IÉSEG School of Management)  
 Yiannis Kouropalatis (Cardiff University)  
 Robert Morgan (Cardiff University)

Time: 13:30-14:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Handicraft women entrepreneurship: challenges and opportunities</b>	Tai-Ming Wut	SPEED, The Hong Kong Polytechnic University
	Wai-Tung Chan	SPEED, The Hong Kong Polytechnic University
<b>Translating new product development-level improvisation-based learning into strategy in smes</b>	Anne Souchon	Loughborough University
	Kyriakos Kyriakopoulos	ALBA Graduate Business School
	Paul Hughes	De Montfort University
	Belinda Dewsnap	Loughborough University
	Mathew Hughes	Loughborough University
<b>How do born global firms grow up? The role of firm capabilities during the internationalization process</b>	Artemis Tonikidou	Loughborough University
	Jieke Chen	Queen Mary University of London
<b>Applying persona as an effective approach in hotel demand forecasting</b>	Timo Mandler	Toulouse Business School
	Wang Lei	Yinxing Hotel Management College of Chengdu University of Information Technology
	Ni Xuan	Yinxing Hotel Management College of Chengdu University of Information Technology
	Fan Ling	Yinxing Hotel Management College of Chengdu University of Information Technology
<b>How marketing organizational structure affects radical product innovation within the firm</b>	Tetsuo Horiguchi	Toyo University

## Session 3.07: Cross Cultural Consumers and Globalization I

Session Chairs: Fabian Bartsch (IÉSEG School of Management)  
 Fernando Fastoso (University of Pforzheim)  
 Hector Gonzalez-Jimenez (ESCP Europe Business School)

Time: 13:30-14:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Habitual mobile shopping behavior: comparison of chinese and vietnamese customers</b>	Miao Miao	Faculty of Business Administration, Ritsumeikan University
<b>The antecedents of global brand advocacy for home and overseas chinese</b>	Mark Cleveland Boris Bartikowski	University of Western Ontario Kedge Business School
<b>A grounded theory study of financial well-being of international students according to financial culture and stress</b>	Heejung Park Matthew Lunde	Northern Michigan University Ithaca College

### Session 3.08: 2020 JSMD-GAMMA Joint Symposium

Session Chairs: Tomokazu Kubo (Chuo University)

Akinori Ono (Keio University)

Time: 13:30-14:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Postponed inventory investment and distributors' performance in japan	Tomokazu Kubo	Chuo University
Customization failures caused by mass confusion	Akinori Ono Yusuke Iwama Ryohei Kitazawa	Keio University Keio University Keio University
An assessment of consumers' store choice decisions in a multichannel environment	Mai Kikumori Ryuta Ishii Akinori Ono	Ritsumeikan University Fukui Prefectural University Keio University
Japanese firms' use of dual distribution channels in export markets	Ryuta Ishii	Fukui Prefectural University

### Session 04 (14:30-15:30, November 6, 2020, UTC/GMT +09:00)

#### Session 4.01: New Marketing & Management in Global Digital World III

Session Chair: Sang-Lin Han (Hanyang University)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Kols' influence on generation z consumers in china and france: a self-expansion framework	Tingting Mo Marie-Cécile Cervellon	Zhongnan University of Economics and Law EDHEC Business School
New experience of virtual reality shopping: mediating effect of time distortion	Sang-Lin Han Myoung-A An	Hanyang University Hyupsung University
A practice unpacked: unboxing as a consumption practice	Rhonwyn K Vaudrey Jeff Jianfeng Wang	Xi'an Jiaotong-Liverpool University Monash University
How social media influencers can promote advertising value and brand equity	Shuman Wang Xiaolei Yu Kyunghoon Kim Juran Kim Chunlin Yuan	Business School of Henan University Business School of Henan University Changwon National University Jeonju University Institute of Enterprise Strategic Management, Henan University

#### Session 4.02: Future of Advertising IV

Session Chair: A-Reum Jung (Sejong University)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The effect of nostalgia and narrative on healthy food preference	Se Kyung Woo Joonheui Bae Dong Mo Koo	Kyungpook National University Kyungpook National University Kyungpook National University
Effects of mobile phone use motivation on intention to opt-in location-based advertising: mediating role of media affinity, and perceive trust and risk	A-Reum Jung Jun Heo	Sejong University Louisiana State University
Examining the role of screen size and ad skepticism on consumer attitudes toward subtitled video ads: an investigation and analysis of moderated moderation	Yuting Liu Kei Mineo Morikazu Hirose	Waseda University Waseda University Tokyo Fuji University
Selfie campaigns as advertising strategy: mental imagery as driver of participation	Elisabeth Wolfsteiner Marion Garaus Udo Wagner Alexander Girschick	University of Vienna Modul University Vienna University of Vienna University of Vienna



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 4.03: The Role of Luxuriousness in High-End Brand Advertising IV

Session Chairs: Raffaele Filieri (Audencia Business School)  
Sue Ryung Chang (Yonsei University)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Mobile video advertising of high-end cosmetic brands: the roles of ad content, model and targeting</b>	Yeolim Yoon	Yonsei University
	Jikyung (Jeanne) Kim	IE University
	Jeonghye Choi	Yonsei University
	Sanghyeak Yoon	Yonsei University
<b>Redefining luxury advertising: motivation in advertised value, attitudes and susceptibility</b>	Anastasios Panopoulos	University of Macedonia
	Koronaki Eirini	University of Western Macedonia
	Antigone Kyrousi	The American College of Greece
	Athina Zotou	Cyprus University of Technology
<b>Customer engagement with luxury brands on social media: the role of brand ethereality and post quality</b>	Saleh Bazi	Newcastle University
	Raffaele Filieri	Audencia University
	Matthew Gorton	Newcastle University

## Session 4.04: Product Innovation & Consumer Behaviors I

Session Chairs: Hakil Moon (Eastern Michigan University)  
Yang Sun (Northeastern University)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Is my own design the most impressive? A co-creation perspective on the online user design</b>	Hao Zhang	Northeastern University
	Zengguang Ma	Northeastern University
	Chenyue Qi	Northeastern University
<b>Celebrity-consumer interaction and product innovation performance: is it a matter of emotions?</b>	Xiaolei Yu	Business School, Henan University
<b>Research on the relationship among ewom, customer loyalty and resistant to innovation</b>	Kyunghoon Kim	Changwon National University
	Jie Lu	Zhejiang SCI-TECH University
<b>Research on consumer resistant to innovation, customer loyalty and customer churn</b>	Yang Sun	Zhejiang SCI-TECH University
	Chen Weng	Zhejiang Sci-Tech University
	Yang Sun	Zhejiang Sci-Tech University

## Session 4.05: Advertising and Branding

Session Chairs: Hyokjin Kwak (Drexel University)  
Riccardo Rialti (University of Florence)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Mirror mirror: national self enhancement bias</b>	Suneal Bedi	Kelley School of Business-Indiana University
	David Reibstein	The Wharton School, University of Pennsylvania
<b>Brand authenticity and credibility in celebrity endorsed advertising: evidence from Italy</b>	Silvia Ranfagni	University of Florence
	Claudio Becagli	University of Florence
	Lamberto Zollo	University of Florence
	Riccardo Rialti	University of Florence
	Sukki Yoon	Bryant University
<b>Emojis and brand self-representation: a text analytics approach</b>	Xiaowei Wang	Shanghai University of Finance and Economics
	Mingming Cheng	Curtin University
	Shanshi Li	Xiamen University
	Ruochen Jiang	Shanghai University of Finance and Economics
<b>The brand negativity bias: unfavorable brand placements reduce evaluations for new media products by inhibiting the consumer-character connection</b>	Justin McManus	Rowe School of Business, Dalhousie University
	Sergio Carvalho	Rowe School of Business, Dalhousie University
	Valerie Trifts	Rowe School of Business, Dalhousie University

### Session 4.06: Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions I

Session Chair: Sandra Loureiro (Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE))

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The impact of influencer marketing and instagrammers on consumer purchase intentions and brand attitude	Ricardo Godinho Bilro	ISCTE-IUL
	Sandra Maria Correia Loureiro	ISCTE-IUL
	Filipa Rosado-Pinto	ISCTE-IUL
	Inês Costa	ISCTE-IUL
Exploring young artists' digital performance: the impact of online community engagement and co-creation on brand love	Pedro Policarpo	ISCTE-IUL
	João Guerreiro	ISCTE-IUL
	Sandra Loureiro	ISCTE-IUL
	Ricardo Godinho Bilro	ISCTE-IUL
How influencers and digital interaction can impact consumer-brand relationship and engagement	Ricardo Godinho Bilro	ISCTE-IUL
	Sandra Maria Correia Loureiro	ISCTE-IUL
	João Guerreiro	ISCTE-IUL
	David Raposo	ISCTE-IUL
Virtual supermarket setting: exploring antecedents of emotions and purchase intentions	Sandra Maria Correia Loureiro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Carolina Correia	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL)
	João Guerreiro	Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), Lisboa

### Session 4.07: Cross Cultural Consumers and Globalization II

Session Chairs: Fabian Bartsch (IÉSEG School of Management)  
 Fernando Fastoso (University of Pforzheim)  
 Hector Gonzalez-Jimenez (ESCP Europe Business School)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The direct, indirect, and conditional effects of a foreign employee's accent on customer participation in services	David Bourdin Christina Sichtmann	FHWien der WKW University of Vienna
How do consumer respond to cultural appropriation in advertising?	Jan Hermanns Hector Gonzalez-Jimenez	Amazon ESCP Business School
On the influence of model ethnicity in potentially offensive cross-cultural advertising	Ralf Terlutter	Alpen-Adria Universitaet Klagenfurt
	Sandra Diehl	Alpen-Adria Universitaet Klagenfurt
	Isabell Koinig	Alpen-Adria Universitaet Klagenfurt
	Kara Chan	Hong Kong Baptist University
	Lennon Tsang	Hong Kong Baptist University





# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 4.08: Strategy & Innovation in Fashion, Beauty and Luxury I

Session Chairs: Ivan Coste Maniere (SKEMA Business School)  
Jonas Hoffmann (SKEMA Business School)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Innovations and growing trends in access-based luxury consumption	Ivan Coste-Maniere Andrea Longhi	SKEMA Business School LUISS Roma
Luxury ecosystems: towards a new modus operandi for high-end brands in a changing world of luxury	Fabio Duma	Zurich University of Applied Sciences, School of Management and Law
	Pirmin Studer	Zurich University of Applied Sciences, School of Management and Law
Flagship store strategy for brand building: comparison between luxury brands and spa brands	Shin'Ya Nagasawa Norihito Suganami	Waseda University Tanseisha Co. Ltd.
Is image gap effective for luxury brand to engage new customers? Text mining analyses on the pop-up stores in japan	Kaoru Kurisu Tomoko Kawakami	Waseda University Waseda University
Click to impress: the power of fashion designers in the digital luxury space	Charles Lawry Lae Choi	Purdue University Colorado State University
Being transformed by luxury fashion brands' art foundations	Alessia Grassi	University of Huddersfield

## Session 4.09: Marketing in General I

Session Chair: Joon-Hee Oh (California State University East Bay)

Time: 14:30-15:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Service recovery and behavioral intentions: the moderating roles of failure severity, personality trait and brand related construct	Sarabjit Kaur	University of Nottingham Malaysia
	Fon Sim Ong Sathyaprakash Balaji Makam	University of Nottingham Malaysia University of Nottingham Ningbo China
Travel destination image change analysis with python and content analysis: an example from macau	Yongdan Liu	University of Macau
	Matthew Liu	Univeristy of Macau
	Ziying Mo Kai Lam Ng	International School of Business & Finance, Sun Yat-Sen University University of Macau
For a successful integration of sales teams in a merger	Joon-Hee Oh	California State University East Bay

### Session 05 (15:30-16:30, November 6, 2020, UTC/GMT +09:00)

#### Session 5.01: New Marketing & Management in Global Digital World IV

Session Chair: Jaehun Kim (Pusan National University)

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Self-conscious moral emotions and e-wom diffusion in response to corporate behaviors	Diletta Acuti Valentina Mazzoli Andrea Vocino Raffaele Donvito	University of Portsmouth University of Florence Deakin University University of Florence
Consumer e-deal proneness: does anticipatory regret moderate?	Isaac Cheah Anwar Sadat Shimul Sean Lee Kevin Teah Ian Phau	Curtin University Curtin University Curtin University Curtin University Curtin University
A study on chinese consumers' intention to purchase secondhand luxury goods	Hong Luo Seong-Yeon Park	Ewha Womans University Ewha Womans University
"You post, i travel": The influence of travel blogger credibility, motivation and engagement on followers' travel decisions. A two-country survey	Giada Mainolfi Letizia Lo Presti Vittoria Marino	University of International Studies of Rome (UNINT) Università degli Studi di Roma Unitelma Sapienza University of Salerno
The effects of parasocial relationship on purchase intention in the social media	Min-Sook Park Jong-Kuk Shin Minkyung Moon Jaehun Kim	Catholic University of Pusan Pusan National University Pusan National University Pusan National University

#### Session 5.02: Spatial Analytics in Business and Tourism Research

Session Chair: Seongsoo Jang (Cardiff University)

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The first traveler attributes for subsequent peer-to-peer ridesharing demand: effects of homophily and heterophily	Seongsoo Jang Mehdi Farajallah	Cardiff University Rennes School of Business
The spatially varying effect of product attributes on peer-to-peer homesharing performance: a case study of miami airbnb listings	Seongsoo Jang Jinwon Kim	Cardiff University University of Florida
Spatially induced heterogeneity in consumers' preferences for mega-sport event packages	Yeongbae Choe Hyesun Kim Jooa Baek Sangsuk Yoon	University of Macau Woosong University Goldey-Beacom College University of Dayton

#### Session 5.03: Global Perspectives in Business-to-Business Marketing

Session Chair: Anthony Di Benedetto (Temple University)

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
How can open innovation lead to better firm performance? The mediating role of sustainability orientation and innovation capability	Chenyue Qi Hao Zhang	Northeastern University Northeastern University
The impact of corporate social responsibility on new product development performance: mediating effect of internal capability and as well as external network quality	Hailin Zhang Xina Yuan Seongsoo Jang Xin Wang	Yonsei University Xiamen University Cardiff University Xiamen University
The effect of customer engagement experience on repurchase intention based on the capability of technical support of salesperson in customer perceived quality of service: focused on the energy industry in need of long-term service	Seo Chul Jang So Young Heo Kyung Hoon Kim Jinsoo Kim	Changwon National University Changwon National University Changwon National University Changwon National University



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 5.04: Product Innovation & Consumer Behaviors II

Session Chairs: Hakil Moon (Eastern Michigan University)  
Yang Sun (Northeastern University)

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The role of consumer's perceived values in evaluating the innovative product	Isaac Cheah Min Teah Anwar Sadat Shimul Hyo Jin Eom	Curtin University Curtin University Curtin University Korea University
The effect of offline stores on digital repeat purchases: evidence from innovative products	Hyeasinn Song Jeeyeon Kim Jeonghye Choi	Yonsei University National Sun Yat-sen University Yonsei University
The world café as innovative approach to detect new variables that affect consumer acceptance towards self-driving cars	Tabea Sippel	Institut of Marketing
Is it worth it? Product innovation and change of authenticity	Bora Qesja Roberta Crouch Pascale Quester	Australian Institute of Business University of Flinders University of Adelaide

## Session 5.05: Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline I

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
To bot or not to bot? Exploring the differences in consumers' experience with chatbots versus online human agents	Anh Tran Jason Pallant Lester W. Johnson Joel Haire	Swinburne University of Technology Swinburne University of Technology Swinburne University of Technology Swinburne University of Technology
Can programmed conversations improve customer service? An empirical study on chatbot - customer interactions in emerging economies	Soujanya Narsipur  Anjali Chopra	K. J. Somaiya Institute of Management, Somaiya Vidyavihar University K. J. Somaiya Institute of Management, Somaiya Vidyavihar University
A framework of emotional value co-creation in ai-based concierge services for tourists	Md. Abul Kalam Siddike Bach Quang Ho	Tokyo Institute of Technology The University of Tokyo
Customer responses to a frontline service robot in a retail services context	Amelia  Christine Mathies  Paul G. Patterson	School of Marketing, the University of New South Wales School of Marketing, the University of New South Wales School of Marketing, the University of New South Wales
Research on the mechanism of robot anthropomorphism on hotel consumers' continued using intention——an empirical study based on anthropomorphism theory	Huimin Gu  Xiaoxiao Song	School of Tourism Sciences, Beijing International Studies University School of Tourism Sciences, Beijing International Studies University

### Session 5.06: Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions II

Session Chair: Sandra Loureiro (Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE))

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>The different shades of brand hate: a qualitative dive into the ubiquitous animosity between customers and brands</b>	José Pereira	ISCTE-Instituto Universitário de Lisboa
	Sandra Loureiro	ISCTE-Instituto Universitário de Lisboa
<b>Do virtual customer service agents impact e-commerce experience? A study of airline website users</b>	Ana Maria Soares	University of Minho
	José Carlos Pinho	University of Minho
	António Alves	University of Minho
<b>Tourist-hotel relationship: the role of customer experience and brand authenticity</b>	Filipa Rosado-Pinto	Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL)
	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL)
	Ricardo Godinho Bilro	Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL)
<b>Firm performance through online engagement: the role of experience and customer inspiration</b>	Muhammad Al-Reesh	ISCTE-IUL
	Sandra Maria Correia Loureiro	ISCTE_IUL
	Ricardo Godinho Bilro	ISCTE-IUL

### Session 5.08: Strategy & Innovation in Fashion, Beauty and Luxury II/New Luxury and Innovation: New Fashion Cities, New Consumers and New Brands

Session Chair: Ivan Coste Maniere (SKEMA Business School, France)

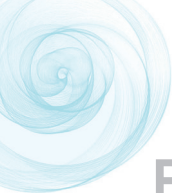
Jonas Hoffmann (SKEMA Business School, France)

Serena Rovai (La Rochelle Business School, France)

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Innovation in production, trademark regulation and law in the wine industry</b>	Ivan Coste-Maniere Livia D'Alisera	SKEMA Business School SKEMA Business School
<b>Opera as luxury in culture: the impacts of digital innovation</b>	Nicola Bellini	Scuola Superiore Sant'Anna, Pisa
<b>Luxury brands and consumers: the new way</b>	Serena Rovai Cecilia Pasquinelli Ian Phau	Excelia Group - La Rochelle Business School Università Napoli Parthenope Curtin University
<b>When raindrops turn to the sun shining market intelligence and innovative business models creation in swiss luxury watchmaking industry</b>	Maria Bashutkina	Institut of Watch Marketing University of Applied Sciences of Western Switzerland
<b>How do consumers emotionally and linguistically react to masstige collaborations? Evidence from the fashion industry</b>	Monica Mendini Salvatore Maione	University of Applied Sciences and Arts of Southern Switzerland Università della Svizzera italiana
<b>A study on the brand experience of luxury flagship brand store with art collaboration</b>	Yeonseo Park Eunju Ko	Yonsei University Yonsei University





# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 5.09: Marketing in General II

Session Chair: Joonheui Bae (Kyungpook National University)

Time: 15:30-16:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
I am too good to be true: how self-enhancement motivations shape prosocial behavior of entitled individuals	Alexandra Polyakova	University of Sussex
How gender matters: sales person recovery management	Tai Ming Wut	School of Professional Education and Executive Development, The Hong Kong Polytechnic University
How psychological and contextual factors influence consumers' propensity to engage in green consumption	Xing Liu Lisa Wan	Chinese University of Hong Kong Chinese University of Hong Kong
Internal marketing efforts and their impacts on employee engagement	Hyejo Hailey Shin Miyoun Jeong Haemoon Oh	University of South Carolina University of South Carolina University of South Carolina

## Session 06 (16:30-17:30, November 6, 2020, UTC/GMT +09:00)

## Session 6.01: New Marketing & Management in Global Digital World V

Session Chair: Yang Sun (Northeastern University)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
A new perspective on digital well-being and distancing behavior	Dayun Jeong Eunju Ko Charles R. Taylor	Yonsei University Yonsei University Villanova University
Digital drop retail model: how it affects consumers' relationship with luxury fashion brands	Qianhui Rao Eunju Ko Heeju Chae	Yonsei University Yonsei University Kyungsung University
New era signals and customer review platforms: conceptual and empirical analysis	Jennifer J. Lee Sirajul Shibly	Metropolitan College, Boston University University of South Carolina Upstate
Self-quantification of services: cost of immediate feedback	Kyoung Tae Huh Youseok Lee Sang-Hoon Kim	Pennsylvania State University Myongji University Seoul National University

### Session 6.02: Service Innovation and Emerging Technologies in Tourism and Hospitality I

Session Chairs: Kevin So (Oklahoma State University)  
Xiang Robert Li (Temple University)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Understanding continued use intentions of travel app users	Kijung Choi Ying Wang Beverly Sparks Sejung Marina Choi	William Angliss Institute Griffith University Griffith University Korea University
A two-path mechanism customer-driven hotel employee service innovations: the role of organization openness	Feng Zeng Xu Emily Ma Yun Zhang	Shandong University University of Massachusetts Shandong University
Which do customers like better, compensation or apology? Examining the moderating role of regulatory focus on service recovery	Keigo Taketani Kei Mineo	Komazawa University Waseda University
Impact of virtual reality on shopping experience with travel packages	Enrique Bigne Patricio Maturana	University of Valencia Universidad Tecnologica Metropolitana

### Session 6.03: Integrated Marketing Communications

Session Chair: George Panigyrakis (Public Communication of Cyprus University of Technology)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The role of qr codes in green advertisements: an empirical research combining tam and perceived green value and green trust	Siwei Li	Graduate School of Commerce, Waseda university
	Morikazu Hirose	Faculty of Business administration, Tokyo Fuji University
	Yuting Liu	Graduate School of Commerce, Waseda university
	Kei Mineo	Faculty of Commerce, Waseda University
What makes a b2b facebook page engaging?	Anna Zarkada	Athens University of Economics and Business
Ad exposure sequence in scarcity marketing	Sujin Kim Kacy Kim Sukki Yoon Tae Hyun Baek	Louisiana State University Bryant University Bryant University University of Kentucky
Implementing self-determination theory (a-r-c-theory) in country image evaluations. The case of greece, cyprus, israel, and egypt. A theoretical conceptual framework	Katerina Papakonstantinou Artemis Panigyraki	Cyprus University of Technology Imperial College Business School
The multilevel effect of brand communication on brand citizenship behavior: the moderated mediation of branding culture and brand psychological ownership	Hsu-Hsin Chiang Tzu-Shian Han	National Tsing Hua University National Chengchi University



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 6.04: Product Innovation & Consumer Behaviors III

Session Chair: Hakil Moon (Eastern Michigan University, United States)  
Yang Sun (Northeastern University, China)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Effects of individual influence and susceptibility on new product adoption: exploring gender differences	Honghong Zhang	Jiangnan University
Effects of design innovation attributes on customer value in developing fashion items using 3d printing technology	Jinghe Han	Beijing institute of fashion technology
	Eunju Ko	yonsei university
Innovation and customer participation imperative	Matthew Sauber	Eastern Michigan University
Perceived hotel innovativeness as the driver of customer interactivity: a dual-path model	Emily Ma	UMass Amherst
	Yun Zhang	Shandong University
	Wei Xi	Shandong University
Consumer's attitude toward farmed fish fed with insect-based flours	Gioele Zamparo	Department of Economics & Statistics - University of Udine
	Michela Cesarin Mason	Department of Economics & Statistics - University of Udine
	Andrea Moretti	Department of Economics & Statistics - University of Udine
	Federico Nassivera	Department of Agricultural, Environmental and Animal Sciences - University of Udine

## Session 6.05: Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline II

Session Chair: Werner Kunz (University of Massachusetts Boston)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
How should i talk to you? Examining the effectiveness of communication styles of customer service chatbots	Maximilian Geyr	Ludwig-Maximilian-University Munich
	Silke Bartsch	Ludwig Maximilian University of Munich
Impact of artificial intelligence in customer service: state of the art	Sophie Conti	IMT Atlantique
	Bernard Gourvennec	IMT Atlantique
Explaining customers' intention to use analytical ai robo-advisor in financial services: the role of technology readiness and service awareness	Romain Billot	IMT Atlantique
	Daniel Belanche	Universidad de Zaragoza
	Luis Casaló	University of Zaragoza
	Carlos Flavian	University of Zaragoza
Investigating customer-service robots interactions in embarrassing service encounters	Jeroen Schepers	Eindhoven University of Technology
	Valentina Pitardi	Portsmouth Business School
Factors influencing attitude and intention to use drones for medication delivery among generation y	Jochen Wirtz	National University of Singapore
	Helen Inseng Duh	University of Witwatersrand
Consumers' perceptions of emotional labor in service robot encounters	Fhatuwani Mudau	University of Witwatersrand
	Carmen-Maria Albrecht	Muenster School of Business, University of Applied Sciences Muenster
	Mathis Honekamp	Muenster School of Business, University of Applied Sciences Muenster

## Session 6.06: Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions III

Session Chair: Sandra Loureiro (Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE))

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Strengthen brand relationships through offline, online and virtual interactions: an exploratory study in the mexican context	Martha Rivera-Pesquera Silvia Cacho-Elizondo Rafael Duran	IPADE Business School IPADE Business School IPADE Business School
Exploring the factors that lead the adoption of virtual reality technologies among football fans	Daniela Langaro Pedro Oliveira Sandra Loureiro	ISCTE-IUL ISCTE-IUL ISCTE-IUL

## Session 6.07: Neuromarketing and Psychophysiology

Session Chairs: Eun Ju Lee (Sungkyunkwan University)  
Billy Sung (Curtin University)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Measuring emotional responses toward virtual reality games: a psychophysiological study	Billy Sung Stuart Bender	Curtin University Curtin University
The effect of scent marketing on the emotions and preferences of generation x	Jakub Bercik Jana Galova Johana Paluchova Katarina Neomaniova	Slovak University of Agriculture in Nitra Slovak University of Agriculture in Nitra Slovak University of Agriculture in Nitra Slovak University of Agriculture in Nitra
Validating the efficacy of psychophysiological pride appeals in membership-based organisations	Kevin Teah Billy Sung	Curtin University Curtin University

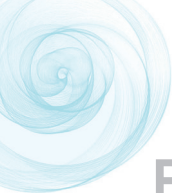
## Session 6.08: Digital and Technology Driven Marketing I

Session Chair: Juran Kim (Jeonju University)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Developing a bi-lingual lexicon to map consumer perception of indian brands	Aditi Mudgal	Birla Institute of Management Technology
	Amrendra Pandey	Birla Institute of Management Technology
	Amarnath Bose	Birla Institute of Management Technology
	Pankaj Priya	Birla Institute of Management Technology
Collaborative sales force automation tools - drivers and challenges	Tommi Mahlamäki Sebastian Toukola	Tampere University Tampere University
Web—sights of websites: capturing the essence of cross-cultural competence and diversity awareness in greek tourism portals	Maria Matiatou Ilias Kapareliotis	The American College of Greece American College Greece-Deree





# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 6.09: Marketing in General III

Session Chair: Heeju Chae (Kyung Sung University)

Time: 16:30-17:30, November 6, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The robot as a new digital marketing strategy in store: a conceptual model	Min-Sook Park Jongkuk Shin Yong Ju	Catholic University of Pusan Pusan National University Gaitech Korea Co., Ltd.
Should brands take a political stance? – How a brand's political association affects brand attitudes and perceived authenticity	Dina Baszok Fernando Fastoso Boris Bartikowski Heribert Gierl	innogy SE University of Pforzheim Kedge Business School University of Augsburg
Social media influencer endorsement and mimicry desire's impact towards counterfeit fashion purchase behavior	Henny Puspita Heeju Chae	Kyung Sung University Kyung Sung University
The role of corporate responsibility in shaping consumers' brand responses through brand stereotypes	Ilona Szoecs Milena Micevski	University of Vienna University of Vienna

## Meet the Editors (08:00-09:30, November 7, 2020, UTC/GMT +09:00)

### Meet the Editors

Chair: Roland T. Rust (University of Maryland)

Ex-Editor-in-Chief of International Journal of Research in Marketing

Time: 08:00-09:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Charles R. Taylor	Villanova University	Editor, International Journal of Advertising
Naveen Donthu	Georgia State University	Editor-in-Chief, Journal of Business Research
J. Bruce Tracey	Cornell University	Editor, Cornell Hospitality Quarterly
Shelly Rodgers	University of Missouri	Editor, Journal of Advertising
C. Anthony Di Benedetto	Temple University	Co-Editor-in-Chief, Industrial Marketing Management
John Cadogan	Loughborough University	Editor of International Marketing Review
M. Joseph Sirgy	Virginia Tech & North-West University	Editor, Journal of Macromarketing
Ming-Hui Huang	National Taiwan University	Editor-in-Chief-Elect, Journal of Service Research
Iris Hung	Fudan University	Editor, International Journal of Research in Marketing
Arch G. Woodside	Curtin University	Editor-in-Chief of Journal of Global Scholars of Marketing Science
Ian Phau	Curtin University	Editor, Asia Pacific Journal of Marketing and Logistics
Eunju Ko	Yonsei University	Editor-in-Chief, Journal of Global Fashion Marketing
Kihan Kim	Seoul National University	Editor-in-Chief, Journal of Global Sport Management
Jooyoung Kim	University of Georgia	Editor-in-Chief, Journal of Interactive Advertising
Benjamin Voyer	ESCP-Europe	Guest Editor, European Management Journal
Werner Kunz	University of Massachusetts	Guest Editor, Journal of Service Management
Sandra Loureiro	Lisbon University Institute (ISCTE-IUL)	Guest Editor, Journal of Creative Communications
Carlos Flavian	University of Zaragoza	Editor-in-Chief, Spanish Journal of Marketing-ESIC

## Session 7 (11:00-12:30, November 7, 2020, UTC/GMT +09:00)

### Session 7.01: New Marketing & Management in Global Digital World VI

Session Chair: Jong-Ho Lee (Korea University, South Korea)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The effect of personalized chatbots	Jeongbin Whang Boreum Choi Jong-Ho Lee Ji Hee Song	Korea University University of Seoul Korea University University of Seoul
Investigating antecedents of brand value co-creation behaviors in social media based brand communities	Yu-Ping Wu Kai-Yu Wang Wen-Hai Chih	Hubei University of Economics Brock University National Dong-Hwa University
A new social-media business model for luxury products: an empirical study of daigou's services via we-chat platform in china	Xin Song Fu-Mei Chuang	Rennes School of Business Rennes School of Business
Too much information? Consumer data and online privacy in hong kong	Julie Bilby Vicky Wing Kei Ng	Hong Kong Baptist University Group M Hong Kong
Bad behavior and customer citizenship behavior in sharing economy	Joonheui Bae Dong Mo Koo Kyung Hoon Kim	Kyungpook National University Kyungpook National University Changwon National University
Systematic review of omnichannel retailing and future research avenues	Anh Thi Van Nguyen Thinh Hoang Robert McClelland Nga Viet Le Len Thi Dinh	RMIT Vietnam University RMIT Vietnam University RMIT Vietnam University Academy of Finance Academy of Finance

### Session 7.02: Marketing to Aging Consumers

Session Chairs: Graham Ferguson (Curtin University)  
Brian 't Hart (Trinity Western University)  
Saadia Shabnam (Curtin University)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Exploring the role of perceived risk on attitude toward chatbot services among aging consumers	Hyo Jin Eom Jaewoo Park	University of Georgia Musashi University
Consumption interest of the elderly consumers and spatial competition: evidence from the health care service industry	Jeeyeon Kim Alex Jiyoung Kim Wooyong Jo Jeonghye Choi	National Sun Yat-sen University Sungkyunkwan University Emory University Yonsei University
What are the challenges that seniors face dealing with service innovation in vacation rental industry: case of senior users of airbnb	Majdouline Mhalla Ummy Fadhillah	Dongbei University of Finance and Economics Dongbei University of Finance and Economics



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 7.03: Asian Specialties and Marketing

Session Chair: Akira Shimiu (Keio University)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Extended internal market orientation and its impact on employee loyalty and performance	Xini Hu Qionglei Yu	canterbury christ church university Newcastle university
Women-owned smes: the role of marketing strategy in covid-19 pandemic	Wawan Dhewanto Vania Nur Rizqi Fera Yunita Salma Azzahra Sulistia Suwondo	Institut Teknologi Bandung Institut Teknologi Bandung Institut Teknologi Bandung Institut Teknologi Bandung Politeknik Negeri Bandung
Donation behavior between in-group and out-group perceptions: a three-selves approach	Christina Chung Emi Moriuchi	Ramapo College of New Jersey Rochester Institute of Technology
The new value proposition for sustainable life style	Mariko Kiho Ryo Mukae Yoshinobu Kawahara Takashi Kawashima	Tokyo Electric Power Company Holdings, Inc. Tokyo Electric Power Company Holdings, Inc. Tokyo Electric Power Company Holdings, Inc. Biz Partners Co.,Ltd.
Deepening evaluation of intangible assets case: brand image and financial image	Junya Hayashi	Keio University
Extended internal market orientation and its impact on employee loyalty and performance	Xini Hu Qionglei Yu	CANTERBURY CHRIST CHURCH UNIVERSITY UNIVERSITY OF KENT

## Session 7.04: Retail Merchandising and Innovation

Session Chair: Changju Kim (Ritsumeikan University)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
How does word of mouth interact with consumers' psychological factors?: Implications from chinese counterfeit market	Mai Kikumori Changju Kim	Ritsumeikan University Ritsumeikan University
The influence of information searching patterns on customer loyalty in vietnamese e-commerce	Miao Miao	Faculty of Business Administration, Ritsumeikan University

## Session 7.05: Service Innovation and Emerging Technologies in Tourism and Hospitality II

Session Chairs: Kevin So (Oklahoma State University)

Xiang Robert Li (Temple University)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Revisiting cool places: how destination service quality and tourism app use affect perceived coolness and revisit intention	Corey Ross Jongkuk Shin Minkyung Moon	Kyungsoo University Pusan National University Pusan National University
Service robots in hospitality firms? Applicatin of the robot implicit association test (riat)	Kwang-Ho Lee Chih-Lun Yen Choongbeom Choi	Ball State University Ball State University Sejong University
Backpackers' online activities during their travel journey and e-word-of-mouth	Silvia Cacho-Elizondo Catherine Lejealle Jean Michel Chapuis	IPADE Business School ISC Paris Université Paris 1 Panthéon-Sorbonne - IREST
Would you enjoy the unperfect analog sensibility, or would you enjoy the consistency of perfect digital?	Jong-Kuk Shin Jaehun Kim	Pusan National University Pusan National University
The downturn of chinse tourism shopping in japan: moderators of shopping satisfaction and shopping destination loyalty	Pei Zhang Min Young Lee	University of Kentucky University of Kentucky

## Session 7.06: Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions V

Session Chair: Sandra Loureiro (Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE))

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Cool museum experience in the relationship with visitors	Teresa Blanco	Instituto Universitario De Lisboa (Iscte-Iul)
	Sandra Maria Correia Loureiro	Instituto Universitario De Lisboa (Iscte-Iul) and Business Research Unit (Bru/Iul)
The role of virtual reality and artificial intelligence in marketing relationship communications	Mónica Ferreira	Iscte- Instituto Universitário De Lisboa
	Sandra Maria Correia Loureiro	Iscte-Instituto Universitario De Lisboa (Iscte-Iul) and Bru-Business Research Unit
	Helia Pereira	Instituto Universitario De Lisboa (Iscte-Iul) and Business Research Unit (Bru/Unide)
Do perceptions of quality, equity and value improve customer satisfaction and trust? The case of portuguese banking sector	Catarina Marques	Iscte – Instituto Universitário De Lisboa, Bru-Iscte
	Teresa Calapez	Iscte – Instituto Universitário De Lisboa, Bru-Iscte
	Nelson António	Iscte – Instituto Universitário De Lisboa, Bru-Iscte
	Margarida Ribeiro	Iscte – Instituto Universitário De Lisboa
Dollars & scents: building brand-relationships in stores	Catarina Marques	Instituto Universitário De Lisboa (Iscte-Iul), Business Research Unit (Bru-Iul)
	Rui Vinhas da Silva	Instituto Universitário De Lisboa (Iscte-Iul), Business Research Unit (Bru-Iul)
	Bárbara Cardoso	Instituto Universitário De Lisboa (Iscte-Iul)

## Session 7.07: Multimedia Presentation I

Session Chair: Jikyung (Jeanne) Kim (IE University)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Patent valuation of institution-level for competition based on a multi-criteria analysis model	Li Huang	University of Macau
	Jerome Yen	University of Macau
	Matthew Liu	University of Macau
	Ziying Mo	International School of Business & Finance, Sun Yat-Sen University
A case study in the early development of international trademark protection	Steven Kopp	University of Arkansas
Social media usage and mobile shopping behavior	Jae Yeon Yoon	Yonsei University
	Jeonghye Choi	Yonsei University
	Sue Ryung Chang	Yonsei University
Social ties and user contribution: evidence from twitter	Hui-Ming Deanna Wang	San Francisco State University
	Yinxing Li	Tohoku University
	Hui Yang	San Francisco State University
Big data shows a negativity bias in the perceived helpfulness of online reviews	Sanghyub John Lee	Auckland University of Technology
	Rouxelle De Villiers	Auckland University of Technology
	Jungkeun Kim	Auckland University of Technology
The gap between customer-perceived value and supplier-perceived value in the manufacturing industry	Towako Sakama	Hiroshima University of Economics
From touch & feel to touchscreen shopping of colour cosmetics: analyzing drivers of behavioural intention and loyalty among millennial women in emerging economies	Anjali Chopra	KJ Somaiya Institute of Management Studies & Research
	Monica Khanna	KJ Somaiya Institute of Management Studies & Research
	Isaac Jacob	KJ Somaiya Institute of Management Studies & Research



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 7.08: Digital and Technology Driven Marketing II

Session Chair: Juran Kim (Jeonju University)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Antecedents and consequences of online customer experience of chinese millennials luxury consumers	Yuan Wan Huiwen Lu Maxime Koromyslov	Shanghai Jian Qiao University Shanghai Jian Qiao University ICN Business School
Social media influencers: what makes them influential?	Ashlyn Moore Kiseol Yang Sua Jeon	University of North Texas University of North Texas Texas Wesleyan University

## Session 8 (12:30-13:30, November 7, 2020, UTC/GMT +09:00)

### Session 8.01: New Marketing & Management in Global Digital World VII

Session Chair: Jikyung (Jeanne) Kim (IE University)

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Advertising and investor sentiments	Jikyung (Jeanne) Kim Hang Dong Jeonghye Choi	IE University IE University Yonsei School of Business, Yonsei University
Mining links between travel motivations and mental representation of destinations from twitter postings	Daniel Hardt Fumiko Kano Glückstad	Copenhagen Business School Copenhagen Business School
The effectiveness of user generated stories in digital age, role of content characteristics and individual differences	Sahar Karimi	University of Liverpool
Digital mediums for indian women entrepreneurs – burden or backing	Bijal Mehta Paragi Shah	Amrut Mody School of Management, Ahmedabad University Amrut Mody School of Management, Ahmedabad University

### Session 8.02: New Marketing & Management in Global Digital World VIII

Session Chair: Xiaoning Liang (Trinity Business School, Trinity College Dublin, the University of Dublin)

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Lifestyle youtube influencers: curators of lifestyle branding	Elaina Aquino Kiseol Yang Lynn Brandon	University of North Texas University of North Texas University of North Texas
Using marketing metrics for strategic decision making: exploring the role of marketing analytics and success trap	Xiaoning Liang Guoxin Li Fadong Chen Hao Zhang	Trinity Business School, Trinity College Dublin, the University of Dublin Harbin Institute of Technology, China Zhejiang University, China Northeastern University, Shenyang, China
Social influence through video streaming applications: an analysis of mobile consumers' usage behavior	Youshin Kwak Chang Hee Park Jeonghye Choi	School of Business, Yonsei University School of Management, Binghamton University (SUNY) School of Business, Yonsei University
Celebrity-endorsed sns advertising activates engagement intention, reward circuitry and visual attention in consumer brain	Jing Zhang Eun Ju Lee	Sungkyunkwan University Sungkyunkwan University



### Session 8.03: New Marketing & Management in Global Digital World IX

Session Chair: Hakil Moon (Eastern Michigan University)

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Identifying interactive value formation in a peer-to-peer sharing economy: a text-mining approach	Hyunsu Kim Hyejo Hailey Shin Kevin Kam Fung So	University of South Carolina University of South Carolina University of South Carolina
Internet addiction continuum moderates augmented reality app experiences	Brigitte Stangl Margit Kastner Dandison Ukpabi Sangwon Park	University of Surrey WU Vienna University of Economics and Business University of Jyväskylä The Hong Kong Polytechnic University
The effects of value co-creation in social platforms on participating companies' competitive advantage	Chang Suk Choi Jeonghye Choi Sang Jin Kim Kyung Hoon Kim	Changwon National University Yonsei University Changwon National University Changwon National University
The effect of network tie position on a firm's innovation performance	Hakil Moon Anthony Di Benedetto Sang Kyun Kim	Eastern Michigan University Temple University Sungkyunkwan University

### Session 8.04: Theoretical and Practical Evolution of Retailing

Session Chair: Emi Moriuchi (Rochester Institute of Technology (RIT))

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Mobile payment adoption in social commerce: explaining behavioral intention using fsqca	Michael Williams Emily Bacon	Swansea University Swansea University
Consumer behavior and the type of retailer: affecting factors and type classifications -focusing on consumption values-	Junji Miyamoto	Keio University
Three decades of research on loyalty programs: a literature review and future research agenda	Yanyan Chen Timo Mandler	Toulouse Business School Toulouse Business School
An empirical study of Japanese and American consumers' attribution of responsibility on their decision-making process: an eye-tracking approach	Emi Moriuchi Naoko Moriyoshi	Rochester Institute of Technology Keio University
A grounded theory study on role of retailers during brand scandal	Sunaina Kapoor Saikat Banerjee	Indian Institute of Foreign Trade Indian Institute of Foreign Trade



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 8.05: Marketing Education

Session Chair: Ralf Schellhase [had]

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Contextualizing three phases of marketing in an emerging market context	Helen Inseng Duh	University of Witwatersrand
Do business students also benefit from undergraduate research participation?	Jae Min Jung	California State Polytechnic University-Pomona
	Cailin Kuchenbecker	California State Polytechnic University-Pomona
	Guillermo Marquez	California State Polytechnic University-Pomona
	Mitchell Pickering	California State Polytechnic University-Pomona
Co-creation experience in peer work groups	Alondra Natalia Medina Olivares	Muenster School of Business, University of Applied Sciences Muenster
	Carmen-Maria Albrecht	Muenster School of Business, University of Applied Sciences Muenster
Effects of parental financial teaching on college students' financial attitude and behavior	Mijeong Noh	Ohio University
Negative and positive ewom effects on students' attitudes in higher education: comparison between portugal and spain	Bruno M. Ferreira José Luís Abrantes	Polytechnic Institute of Viseu Polytechnic Institute of Viseu

## Session 8.06: Consumer Decision Making and Consumer Signaling I

Session Chair: Alisara Rungnontarat Charinsarn (Thammasat University)

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Consumer signal in gift giving	Alisara Rungnontarat Charinsarn Theeranuch Pusaksrikit	Thammasat Business School Chulalongkorn Business School
The effect of consumers' perceived risk and products' seasonality on consumers' price threshold and price acceptability	Juhee Song Takeshi Moriguchi	Waseda University Waseda University
Investigating consumer purchase intention of ethically produced fashion products	Jiyeon Kim Joohyung Park Hannah Weiner	University of South Carolina University of South Carolina University of South Carolina

## Session 8.07: Marketing in General IV

Session Chair: Sang-Hoon Kim (Seoul National University)

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Examining brand love's moderating effect on brand hate antecedents and outcomes	Amélia Brandão Mahesh Gadekar	University of Porto International School of Business & Media
Trainers' physical appearance and service registration intention: the moderating role of health regulatory focus	Sangchul Park Shinhyoung Lee Hyun-Woo Lee	Texas A&M University Sookmyung Women's University Texas A&M University
Inviting psychological factors in the performing arts industries: determinants of non-attendees' resistance	Sang-Hoon Kim Youseok Lee Jisu Yi Jungmin Suh	Seoul National University Myongji University Myongji University Seoul National University

### Session Session 8.08: Public Policy, Legal, and Ethical Issues in Marketing I

Session Chair: Steven Kopp (University of Arkansas)

Time: 12:30-13:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Rethinking the gendered experience of personal grooming in dating: a comparison of dating as embodied in romantic comedies and everyday life	Chih-Ling Liu	Lancaster University Management School
	Katerina Karanika	University of Exeter Business School
Understanding the determinants of primary schoolchildren's food preferences: an investigation of child / parent, school and locality level factors	Pattanapong Tiwasing	Newcastle University
	Matthew Gorton	Newcastle University
	Steve Quarrie	European Training Academy
	Jelena Filipovic	University of Belgrade - Faculty of Economics
Policy implications for condom use in asia: a systematic review	Ratko Bojovic	European Training Academy
	Jeawon Kim	Griffith University
	Bo Pang	Griffith University
	Samanthika Gallage	Staffordshire University
	Sameer Deshpande	Griffith University
	Mai Nguyen	Griffith University
	Denni Arli	University of Minnesota Duluth
	Marat Bakpayev	University of Minnesota Duluth
	Haruka Fujihira	Griffith University
	Mohammad Kadir	Griffith University

### Session 9 (13:30-15:00, November 7, 2020, UTC/GMT +09:00)

#### Session 9.01: New Marketing & Management in Global Digital World IX

Session Chair: Heeju Chae (Kyungsoong University)

Time: 13:30-15:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Social capital theory: academic social networking sites	Jelena Filipovic	University of Belgrade - Faculty of Economics
	Maja Arslanagic-Kalajdzic	University of Sarajevo
Are consumers 'inspired-by' social media influencers and 'inspired-to' adopt them as social defaults?	Chung-Wha Chloe Ki	The Institute of Textiles and Clothing
	Sangsoo Park	Korea Institute for Industrial Economics & Trade (KIET)
	Youn-Kyung Kim	University of Tennessee, Knoxville
A study on the development of the scale for sns activities as a leisure: focused on instagram	Heeju Chae	Kyungsoong University
	Sijun Sung	Pusan National University
Do instagram influencers need to be perfect? The changing role of social norms on the effectiveness of influencers	Jaewoo Lee	Pusan National University
	Yoon-Na Cho	Villanova University
	Charles Taylor	Villanova University
Do our brains oppose to autonomous vehicle killings more than to other moral risks? An fmri investigation	Mivena Panteqi	Villanova University
	Jin Ho Yun	Sungkyunkwan University, Seoul
	Eun-Ju Lee	Sungkyunkwan University, Seoul
	Bo-yong Park	McGill University, Montreal
	Kyoungseob Byeon	Sungkyunkwan University, Seoul
	Hyunjin Park	Sungkyunkwan University, Seoul



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 9.02: Business Model Innovation for Customer Value and Sustainable Business

Session Chair: Jaesu Kim (Korean Academy of Marketing Science)

Time: 13:30-15:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The mystery of consumer value structure in sharing economy	Li Feng Lu Hui Hou Meiqian Cui Kangle	Business School of Jiangnan University Business School of Jiangnan University Business School of Jiangnan University Business School of Jiangnan University
Hope, fear, and consumer behavioral change amid covid-19: a conceptual model based on the protection motivation theory	Jiyoung Kim Jihye Min Kiseol Yang	University of North Texas University of North Texas University of North Texas
Effect of pavilion quality on exhibition performance at an international trade show	Sosun Lim Hucksoo Cho	Chungnam National University Chungnam National University
Why do customers want to pay for value co-creation products? An explanation from customer's behavior in economics	Liang Sun Honglei Liu	School of Business, Dalian University of Foreign Languages School of Business, Dalian University of Foreign Languages
Zero-waste management resources and capabilities of small hospitality firms	Zebulon Dwyer	Department of Management and Marketing, College of Business and Economics, University of Tasmania
	Rajesh Rajaguru	Tasmanian School of Business and Economics
	Lin Yang	Department of Management and Marketing, College of Business and Economics, University of Tasmania
Market shaping - creating value through effort reduction	Gediminas Lipnickas Jodie Conduit Dean Wilkie Carolyn Plewa	The University of Adelaide The University of Adelaide The University of Adelaide The University of Adelaide
Business model innovations for smart building ecosystem	Jukka Hemilä	VTT Technical Research Centre of Finland Ltd

## Session 9.03: 2020 HIT-GAMMA Joint Symposium

Session Chair: Peng Zou (Harbin Institute of Technology)

Time: 13:30-15:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Investigating the impact of intrinsic and extrinsic perceived benefits on message acceptance: the mediating role of help-seeking attitudes	Svetlana De Vos Roberta Crouch Pascale Quester Jasmina Ilcic	Australian institute of Business Flinders University University of Adelaide Monash University
Do consumers trust healthy menu advertising from fast food brands? Influence of brand and consumer-related factors	Hoon Choi Leonard Reid Jung Min Hahm Hoon Choi	University of Houston University of Georgia University of Georgia University of Houston
Differential influences of health consciousness and health literacy on consumer responses to nutrient-claimed food marketing	Hoon Choi Temple Northup Leonard Reid	University of Houston University of Houston University of Georgia
Investor response to food nutrition labeling regulation in china	Qiaolian Cheng Peng Zou Yixin Li Minsun Yeu Guofeng Li	Harbin Institute of Technology Harbin Institute of Technology Harbin Institute of Technology Harbin Institute of Technology Harbin Institute of Technology

### Session 9.04: 2020 AEMARK-GAMMA Joint Symposium

Session Chair: Carlos Flavian (University of Zaragoza)

Time: 13:30-15:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Exploring the relationship between satisfaction and switching intention: the moderating effect of alternative attractiveness in the context of e-hailing services	Emily Yapp Jasmine Yeap	Universiti Malaysia Sabah Universiti Sains Malaysia
The antecedents of value in use in building loyalty towards mobile e-commerce apps	Ami Fitri Utami Irwan Adi Ekaputra Arnold Japutra Sebastian Molinillo	Universitas Indonesia universitas indonesia University of Western Australia University of Malaga

### Session 9.06: Consumer Decision Making and Consumer Signaling II

Session Chair: Alisara Rungnontarat Charinsarn (Thammasat University)

Time: 13:30-15:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
How civic consumers become ambivalent: emotional intelligence and agreement effects in attitudes related to health, social policy, and the environment	Su Yun Bae Duane Wegener Milos Bujisic	Bowling Green State University Ohio State University Ohio State University
An examination of young generations' consumption process of foreign music contents	Hyun Sang An C. Anthony Di Benedetto Donald Hantula Wooyang Kim	Minnesota State University-Moorhead Temple University Temple University Minnesota State University-Moorhead
The role of values on tourists behavioral intention to visit cultural property sites: cultural property values and consumption values	Wooyang Kim Hyun Sang An Qinglin Li	Minnesota State University-Moorhead Minnesota State University-Moorhead Konkuk University
How likely are you to trust financial institutions? Well...it depends	Heejung Park Dong-Jun Min	Northern Michigan University The University of New Orleans
How does free trial experience influence the streaming service subscription?	Sunghyun Jang Subin Im	Yonsei University Yonsei University

### Session 9.07: Marketing in General VI

Session Chair: Mahesh Gadekar (International School of Business & Media)

Time: 13:30-15:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
State-of-origin effects and state ethnocentrism	Jae Min Jung	California State Polytechnic University-Pomona
	Cailin Kuchenbecker	California State Polytechnic University-Pomona
	Jarrod Griffin	California State Polytechnic University-Pomona
	Jillian Munoz	California State Polytechnic University-Pomona
	Stephanie Munoz	California State Polytechnic University-Pomona
Does price unfairness perception will still ensure purchase intention? : Mediation of consumer brand identification and brand trust	Mahesh Gadekar Amélia Brandão	International School of Business & Media University of Porto
Digital brand management in international contexts: case study of e-marketplace digital marketing firm	Amélia Brandão Mahesh Gadekar	University of Porto International School of Business & Media





# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 9.08: Public Policy, Legal, and Ethical Issues in Marketing II

Session Chair: Steven Kopp (University of Arkansas)

Time: 13:30-15:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
"One commune one product" as an intra- and inter-national marketing strategy in vietnam	Steve Kopp Bach Kim Vo Hong Tu	University of Arkansas Can Tho University Can Tho University
Reducing consumer obesity and overweight incidents: roles of government regulations, consumer education and marketing	Qiuqin Wu Paul W Chao	Sichuan Normal University Eastern Michigan University
Guilt or shame? The effective message to prevent consumers' unethical behavior	Atsuko Inoue	Seikei University
Instagram as agent of change: when social media makes us grateful and more altruistic	Monica Mendini Paula C. Peter Salvatore Maione	University of Applied Sciences and Arts of Southern Switzerland San Diego State University Università della Svizzera italiana

## Session 10 (15:00-16:00, November 7, 2020, UTC/GMT +09:00)

### Session 10.01: New Marketing & Management in Global Digital World X

Session Chair: Stefanie Sohn (Technische Universitaet Braunschweig)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Effective paid search advertising strategies for small and medium-sized businesses with limited budget	Sungha Jang Alex Kim Jiho Yoon	San Francisco State University Sungkyunkwan University Kansas State University
Consumer perceived risks of emerging self-service technologies (ssts)	Stefanie Sohn	Technische Universität Braunschweig
Customer participation and the role of relationship length	Chung-Yu Wang	National Kaohsiung University of Science and Technology
Distanced assets - we own it, but we don't: a study of brand - consumer archetypical behavior in the shared economy environment	Isaac Jacob	KJ Somaiya Institute of Management Studies and Research
	Monica Khanna	KJ Somaiya Institute of Management Studies and Research
	Krupa Rai	KJ Somaiya Institute of Management Studies and Research
	Mohak Shah	KJ Somaiya Institute of Management Studies and Research
	Devarsh Muni	KJ Somaiya Institute of Management Studies and Research

### Session 10.02: New Marketing & Management in Global Digital World XI

Session Chair: Juran Kim (Jeonju University)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Uncanny valley effect on attachment and perceived interactivity of ai speakers	Juran Kim Seungmook Kang Joonheui Bae	Jeonju University Jeonju University Kyungpook National University
The impact of corporate social responsibility(csr) and corporate social irresponsibility(csr) on electronic word of mouth(ewom)	Hyukjin Jung Joonheui Bae Dong Mo Koo	Kyungpook National University Kyungpook National University Kyungpook National University
Role of mobile visual search in on-line fashion retailing	Tungyun Liu Eunju Ko Heeju Chae	Yonsei University Yonsei University Kyungsoong University
The effect of data sharing promotion on consumer response	Sang-chul Son Joonheui Bae Kyung-hoon Kim Jinsu Kim	Changwon National University Kyungpook National University Changwon National University Changwon National University

### Session 10.03: Leveraging Big Data to Create Value for Consumers and Firms

Session Chair: Manfred Schwaiger (Ludwig Maximilian University of Munich)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Impacts of online reviews on consumers' decision-making: application of topic modeling in restaurant services</b>	Fangzhou Li	Kobe University
	Zhen Li	Department of Marketing, Faculty of Business Administration, Toyo University
	Shuai Yang	Donghua University
	Ken Ishibashi	University of Hyogo
<b>Leveraging big data and artificial intelligence for service innovation in marketing</b>	Murat Acar Aysegul Toker	Bogazici University Bogazici University
<b>How time moderates the relationship between big data analytics use and company performance</b>	Heli Hallikainen Tommi Laukkanen	University of Eastern Finland University of Eastern Finland

### Session 10.04: Transformative Service Research

Session Chair: Mark Rosenbaum (Saint Xavier University)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>The impact of aco principle and healthcare consumerism on patient satisfaction with healthcare providers</b>	Jae Min Jung	California State Polytechnic University-Pomona
	Kyeong Sam Min	University of New Orleans
<b>Understanding service exclusion through value co-creation paradigm</b>	Sajith Siriwardana	University of Tasmania
	Gaurangi Laud	University of Tasmania
	Rajesh Rajaguru	University of Tasmania
<b>Can we use financial service consumption to predict materialism? An empirical study in us</b>	Heejung Park	Northern Michigan University
	Annie Pei-I Yu	National Chung Cheng University
<b>Consumer behavior on an online-to-offline platform: an empirical investigation of the automotive repair service market</b>	Jennifer J. Lee	Metropolitan College, Boston University
	Zecong Ma	St. Mary's University



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 10.05: Innovative Marketing Management / 2020 ESCP Europe-GAMMA Joint Symposium

Session Chair: Tony Garrett (Korea University)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Social distancing marketing efforts of fashion brands: influence on customer satisfaction and intention</b>	Min Jung Cho Hye Su Yun Eun Ju Ko	Yonsei University Yonsei University Yonsei University
<b>Barriers to implementing social marketing in asia: a critical review</b>	Bo Pang Sameer Deshpande Yara Almosa Amna Arif Denni Arli Marat Bakpayev B. Zafer Erdogan Haruka Fujihira Samanthika Gallage Mohammad Kadir Kadir Jeawon Kim Mai Nguyen Derek Ong Lai Teik Patama Satawedin Nedra Kline Weinreich Murooj Yousef	Griffith University Griffith University Griffith University Anadolu University University of Minnesota Duluth University of Minnesota Duluth Anadolu University Griffith University Staffordshire University Griffith University Griffith University Griffith University Sunway University Bangkok University Weinreich Communications Griffith University
<b>Paradoxical effect of coopetition in new product development</b>	Sungkyu Lee Tony Garrett Jong-Ho Lee	Akita International University Korea University Business School Korea University Business School
<b>Is apology the best strategy to mitigate online firestorms in social media?</b>	Daniela Langaro Helder Neves Sandra Loureiro	ISCTE-IUL ISCTE-IUL ISCTE-IUL
<b>Mapping current consumer decision journeys using real-time longitudinal online and offline touchpoint data</b>	Susana Santos Helena Martins Gonçalves	ISEG - Lisbon School of Economics & Management ISEG - Lisbon School of Economics & Management

## Session 10.06: Consumer Decision Making and Consumer Signaling III

Session Chair: Alisara Rungnontarat Charinsarn (Thammasat University)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Drivers of attitudinal and behavioural loyalties to selected restaurants in an emerging market</b>	Isolde Lubbe Helen Duh	University of Johannesburg University of Witwatersrand
<b>Quality signal of credence goods: a corporate social responsibility perspective</b>	Otto Afuc	Ghana Institute of Management and Public Administration (GIMPA) and Universidad Carlos III de Madrid (uc3m)
<b>Trapped in a dilemma – the influence of competing identities on sustainable consumer behavior in the context of air traveling</b>	Tamara Lorz	Ludwig-Maximilians-Universität München
<b>A model for consumer satisfaction for extreme consumers</b>	Francesco Raggiotto Andrea Moretti	Department of Economics & Statistics - University of Udine Department of Economics & Statistics - University of Udine

## Session 10.07: Marketing in General VII

Session Chair: Corey Ross (Kyung Sung University)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
The drivers of organic food and instant food purchase intention: an investigation of food choice based on the religiosity and health consciousness of south Korean consumers	Corey Ross Jongkuk Shin Minkyung Moon	Kyung Sung University Pusan National University Pusan National University
A theoretical investigation and development on kinfolk lifestyle measurement scale	Henny Puspita Hojung Kim Youngju Lee Heeju Chae	Kyung Sung University Kyung Sung University Kyung Sung University Kyung Sung University
A study on the goods market with the spread of global fandom: focused on hallyu idol	Heeju Chae Jang-Hee Shin Sijun Sung	Kyung Sung University Kyung Sung University Pusan National University
Digital marketing for rural youth entrepreneurs	Wawan Dhewanto Salma Azzahra Fera Yunita Vania Nur Rizqi	Bandung Institute of Technology Bandung Institute of Technology Bandung Institute of Technology Bandung Institute of Technology

## Session 10.08: 2020 GMA-GAMMA Joint Symposium

Session Chairs: Maria Psimouli (DEREE-THE AMERICAN COLLEGE OF GREECE)  
Anna Zarkada (Athens University of Economics and Business)

Time: 15:00-16:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Internal communication and internal marketing as elements of integrated marketing communication (imc) in public universities	George G. Panigyrakis Evdoxia Kyriacou	Cyprus University of Technology Cyprus University of Technology
Branding family-owned cretan wineries: the role of heritage	Maria Psimouli Styliani Kladou Ilias Kapareliotis	Deree-The American College of Greece Bogazici University Deree-The American College of Greece
The role of atmospherics as an antecedent of airport and country image: a comparative study	Pantelitsa Yerimou George Panigyrakis	Cyprus University of Technology Cyprus University of Technology

## Session 11 (16:00-17:00, November 7, 2020, UTC/GMT +09:00)

## Session 11.01: 2020 SIMKTG-GAMMA Joint Symposium

Session Chair: Raffaele Donvito (University of Florence)

Time: 16:00-17:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Getting more than you bargained for: perceptions of hallstatt's overtourism during covid-19	Jacob Barr Tom Kopp	University of Bolzano University of Bolzano
Investigating why online purchasing push offline sales in the luxury market	Anna Claudia Pellicelli Claudia Franze'	University of Turin University of Turin
Green luxury consumption: the role of motivation, green enablers, and skepticism	Monica Faraoni Lamberto Zollo	University of Florence University of Florence



# PROGRAM IN DETAIL

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Session 11.02: Fans and Sport Consumers in the Digital Era

Session Chair: Kihan Kim (Seoul National University)

Time: 16:00-17:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Overcoming compatibility barriers in sports vr for gamer interactivity, character identification, and enjoyment	Jun-Phil Uhm Hyun-Woo Lee Heetae Cho	Texas A&M University Texas A&M University Nanyang Technological University
The effect of nostalgia on satellite fans' psychological commitment, well-being, and travel intention to team sport event	Heetae Cho Weisheng Chiu	Nanyang Technological University Open University of Hong Kong
Your words inspire me! The influence of word-of-mouth marketing: from the perspective of "emotion as social information (easi) model"	Annie Pei-I Yu	National Chung Cheng University
A systematic analysis of the effects of mobile phone applications on physical activity	Masoumeh Hosseinpour Ralf Terlutter Holger Roschk	Aarhus University Alpen-Adria University Alpen-Adria University

## Session 11.03 Multimedia Presentation II

Session Chair: Jikyung (Jeanne) Kim (IE University)

Time: 11:00-12:30, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
Product line and pricing strategies for mobile apps in a two-sided platform	Prabirendra Chatterjee Seongsoo Jang	Cardiff University Cardiff University
Antecedents of trust towards online shopping in china and saudi arabia. The moderating role of disposition to trust	Raffaele Filieri Lala Hu Saleh Bazi	Audencia Business School Università Cattolica del Sacro Cuore Newcastle University
Sacrifice for a brand: three expert visions of the fans relationships towards a football club	Ricardo Cayolla Sandra Loureiro	IPAM ISCTE-IUL
Cultural context and cross-cultural marketing strategies between italy and china. The case of amarena fabbri	Tiziano Vescovi Federica Bettati	Ca' Foscari University of Venice Ca' Foscari University of Venice
When do consumers free ride? The role of post-purchase cognitive dissonance in opportunistic channel switching buying behavior	Costanza Nosi Cristiano Ciappei Lamberto Zollo Riccardo Rialti	LUMSA University University of Florence University of Florence University of Florence
Relationship between consumer attitude and well-being in vegan fashion	Jiah Yang Sanghoon Lee Eunju Ko	Yonsei University Yonsei University Yonsei University
The effect of sustainable fashion content on attitude toward sustainable fashion, purchase intention, and emotional well-being	Jihye Yu Hojae Lee Eunju Ko	Yonsei University Yonsei University Yonsei University
An empirical study on the fashion cycle theory through style trend analysis of women's online fashion shopping malls in korea	Chisung An Eunju Ko	Yonsei university Yonsei University
Changes in the consumption trends of luxury brand post the covid-19 era	Wonbae Pang Jisu Ko Eunju Ko	Yonsei University Yonsei University Yonsei University
How does innovative service of last mile delivery affect customer satisfaction in online retailing?	Min-Sook Park Jongkuk Shin Yong Ju	Catholic University of Pusan Pusan National University Gaitech Korea Co., Ltd.



### Session 11.04: Interactive Video Advertising

Session Chair: Jooyoung Kim (University of Georgia)

Time: 16:00-17:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Ad skip button and ad exposure duration: the moderating role of motives in pre-roll ads.</b>	Yongwoog Andy Jeon	Northern Illinois University
	Yuhosua Ryoo	School of Journalism, Southern Illinois University at Carbondale
	Kacy Kim	College of Business, Bryant University
	Sukki Yoon	College of Business, Bryant University
<b>Video game advertising as part of the game – the trailer's information load as a critical factor for emotional value and customer behaviors</b>	Marco Schwenke	EBZ Business School – University of Applied Sciences
	Kevin Saadawy	University of Applied Sciences Europe
<b>Perceived attractiveness, expertise, and entertainment experience of accents in youtube video advertisements: a universal-diverse orientation approach</b>	Emi Moriuchi	Rochester Institute of Technology

### Session 11.05: 2020 EMAC-NZAI-GAMMA Joint Symposium

Session Chairs: Yerim Chung (Yonsei University)

Paulo Rita (Universidade NOVA de Lisboa)

Time: 16:00-17:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>Beyond words: the relationship between salespeople's facial expressions and customer impressions – an experimental study</b>	Sandra Pauser Udo Wagner	University of Vienna University of Vienna
<b>The narcissistic desire for original versus counterfeit luxury: self expression or ego-enhancement?</b>	Fernando Fastoso Boris Bartikowski Siqi Wang	University of Pforzheim Kedge Business School Bettzeit GmbH
<b>Small enterprise owners'/managers' csr decision toward local community: personal, social and business considerations</b>	Joohyung Park	University of South Carolina
<b>When can a technology-based salesperson replace a human: the role of relationship lifecycle</b>	Woojung Chang	University of Seoul

### Session 11.06: Strategic Market Management

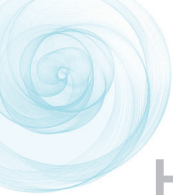
Session Chair: Woojung Chang (University of Seoul)

Time: 16:00-17:00, November 7, 2020 (UTC/GMT +09:00)

TITLE	NAME	AFFILIATION
<b>The effect of service innovation on perceived luxuriousness in advertisement</b>	Sungkyu Lee Jong-Ho Lee Tony Garrett	Akita International University Korea University Korea University
<b>Missing price-related information - an assessment of pricing practices in b2b context</b>	Iris Schmutz	University of St. Gallen

### FOR MORE INFORMATION

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# HISTORY OF GMC

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## Global Marketing Conference

- Global Friendship and Academic Excellence Since 2008

### 1. 2008 Global Marketing Conference at Shanghai

- 1) Date: March 20-23, 2008
- 2) Venues: The Regent Shanghai, Shanghai, China  
Shanghai Jiao Tong University, Shanghai, China
- 3) Hosts: Korean Academy of Marketing Science  
Shanghai Jiao Tong University  
Yonsei University  
China Marketing Academy  
Marketing Committee of China Management Society
- 4) Sponsoring Journals:
  - Psychology & Marketing
  - International Journal of Advertising
  - Journal of Interactive Advertising



### 2. 2010 Global Marketing Conference at Tokyo

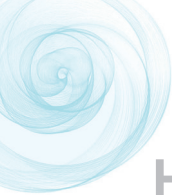
- 1) Date: September 9-12, 2010
- 2) Venue: Hotel Okura Tokyo, Tokyo, Japan
- 3) Hosts: Korean Academy of Marketing Science  
Society for Marketing Advances
- 4) Sponsoring Journals
  - Journal of Business Research (6 Special Issues)
  - Journal of Product Innovation Management
  - Journal of Strategic Marketing
  - Journal of Brand Management
  - Journal of Global Academy of Marketing Science
  - Journal of Global Fashion Marketing



## 3. 2012 Global Marketing Conference at Seoul

- 1) Date: July 19-22, 2012
- 2) Venue: COEX, Seoul, Republic of Korea
- 3) Hosts: Korean Scholars of Marketing Science  
 Japan Society of Marketing and Distribution  
 European Marketing Academy  
 International Textiles and Apparel Association  
 Australian & New Zealand Marketing Academy  
 Yonsei University  
 Sogang Business School, Sogang University
- 4) Sponsors:
  - Institute on Asian Consumer Insight
  - Korea Tourism Organization
  - Seoul Metropolitan Government
  - Alto University School of Economics
  - Routledge, Taylor & Francis Group
  - Ministry of Knowledge Economy
  - National Research Foundation of Korea
  - SolBridge International School of Business
  - Pusan National University BK21 of Management
  - Yonsei-SERI EU Center
  - Luneti
  - Kooksoondang
  - Times Core
  - Symbiotic Life-TECH
  - Gangwon Province
- 5) Sponsoring Journals
  - Journal of Business Research (2 Special Issues)
  - Journal of Product Innovation Management
  - Global Economic Review
  - International Journal of Advertising
  - Journal of Global Scholars of Marketing Science
  - Journal of Global Fashion Marketing
  - International Journal of Culture, Tourism and Hospitality Research
  - Psychology & Marketing





# HISTORY OF GMC

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## 4. 2014 Global Marketing Conference at Singapore

- 1) Date: July 15-18, 2014
- 2) Venue: Marina Bay Sands, Singapore
- 3) Hosts: American Marketing Association  
European Marketing Academy  
Australian & New Zealand Marketing Academy  
Japan Society of Marketing and Distribution  
International Textiles and Apparel Association  
Korean Scholars of Marketing Science  
Aalto University Executive Education
- 4) Organizer: Global Alliance of Marketing & Management Associations
- 5) Partners:
  - European Advertising Academy
  - ESCP Europe (Europe)
  - Italian Marketing Society
  - Aalto University School of Business (Finland)
  - China Marketing Association
  - Harbin Institute of Technology (China)
  - Center for Sustainable Culture & Service, Yonsei University (Republic of Korea)
  - Center for Marketing & Public Policy Research, Villanova School of Business (USA)
  - Neuromarketing Science & Business Association
- 6) Premium Sponsor:
  - Institute on Asian Consumer Insight hosted by Nanyang Technological University (Singapore)
- 7) Sponsoring Journals
  - Journal of Business Research (3 Special Issues)
  - International Marketing Review
  - Management Decision
  - Industrial Marketing Management
  - International Journal of Advertising
  - Journal of Travel Research
  - Journal of Global Scholars of Marketing Science
  - Australasian Marketing Journal
  - Markets and Competitiveness (MERCATI E COMPETITIVITA)
  - Journal of Consumer Marketing



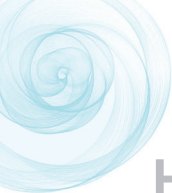


## 5. 2016 Global Marketing Conference at Hong Kong

- 1) Date: July 21-24, 2016
- 2) Venue: Conrad Hong Kong, Hong Kong
- 3) Hosts: American Marketing Association  
European Marketing Academy  
Australian & New Zealand Marketing Academy  
Japan Society of Marketing and Distribution  
International Textiles and Apparel Association  
Korean Scholars of Marketing Science  
Lingnan University
- 4) Organizer: Global Alliance of Marketing & Management Associations
- 5) Partners:
  - China Marketing Association (China)
  - Association for Consumer Research (USA)
  - AEMARK (Spain)
  - Greek Marketing Academy (Greece)
  - Aalto University Executive Education (Finland)
  - Aalto University School of Business (Finland)
  - Harbin Institute of Technology (China)
  - Center for Sustainable Culture & Service, Yonsei University (Republic of Korea)
  - Neuromarketing Science & Business Association
- 6) Sponsoring Journals:
  - Journal of Business Research (4 Special Issues)
  - International Journal of Advertising
  - Industrial Marketing Management
  - Journal of Advertising
  - Journal of Public Policy & Marketing
  - Journal of Global Scholars of Marketing Science (3 Special Issues)
  - Journal of Global Fashion Marketing
  - Journal of Brand Management
  - Australasian Marketing Journal
  - Journal of Management Science (China)







# HISTORY OF GMC

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

## 6. 2018 Global Marketing Conference at Tokyo

- 1) Date: July 26-29, 2018
- 2) Venue: Hotel New Otani Tokyo, Tokyo, Japan
- 3) Hosts: American Marketing Association  
European Marketing Academy  
Australian & New Zealand Marketing Academy  
Japan Society of Marketing and Distribution  
Korean Scholars of Marketing Science  
Keio University
- 4) Organizer: Global Alliance of Marketing & Management Associations
- 5) Partner:
  - Association for Consumer Research (USA)
  - Chinese Marketing Association of Universities (China)
  - SIMktg (Italy)
  - Greek Marketing Academy (Greece)
  - AEMARK (Spain)
  - Aalto University Executive Education (Finland)
  - Aalto University School of Business (Finland)
  - Harbin Institute of Technology (China)
  - Korea Advertising Society (Republic of Korea)
  - Sungshin Women's University, Campustown Team (Republic of Korea)
- 6) Sponsoring Journals:
  - Journal of Business Research (2 Special Issues)
  - International Journal of Advertising
  - Industrial Marketing Management
  - Journal of Advertising
  - Journal of Hospitality & Tourism Research
  - Journal of Service Management
  - Journal of Promotion Management
  - Journal of Global Fashion Marketing
  - Journal of Global Scholars of Marketing Science
  - Australasian Marketing Journal
  - Asia Pacific Journal of Marketing and Logistics (2 Special Issues)
  - International Marketing Review
  - The Service Industries Journal
  - Journal of Management Science (China)
  - Journal of Global Sport Management





# VOLUNTEERS LIST

2020 GLOBAL MARKETING CONFERENCE AT SEOUL

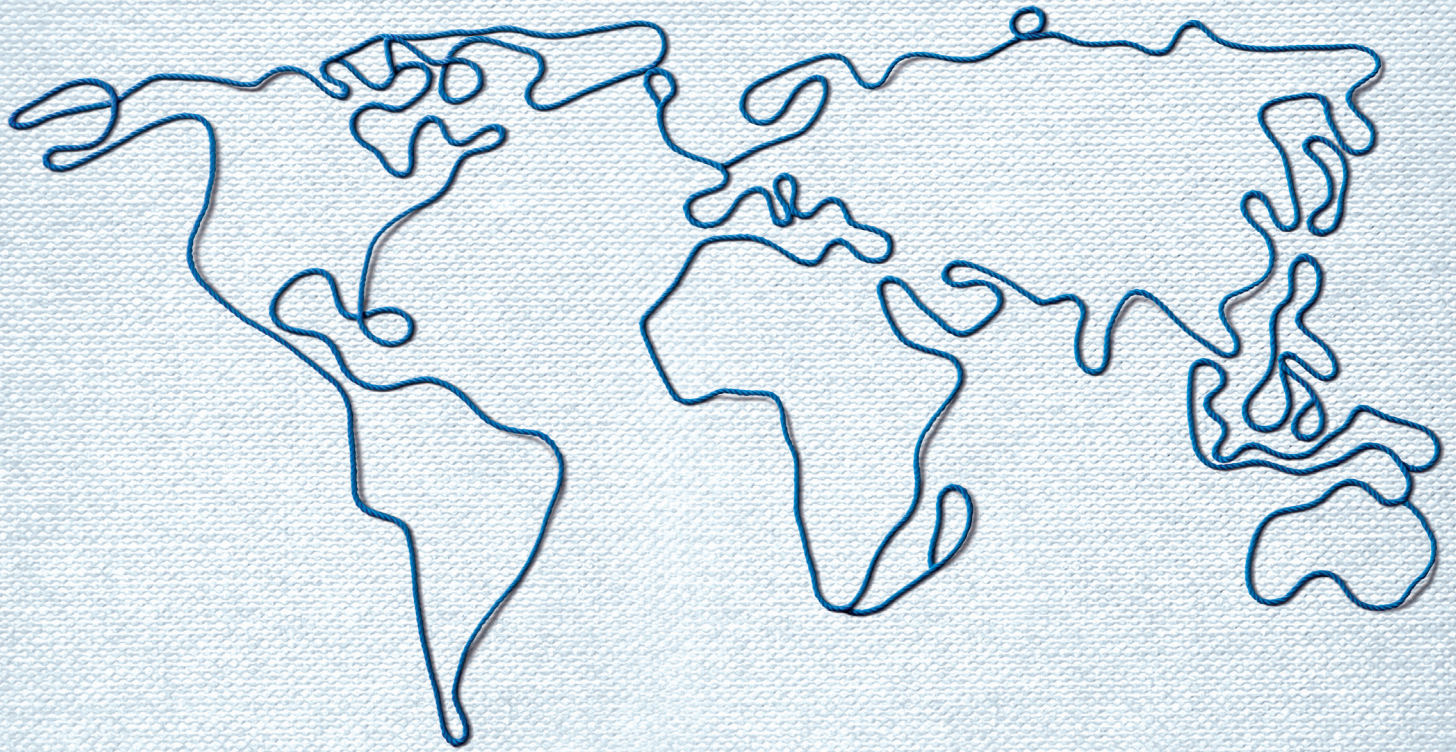
## Volunteers List

Dayun Jeong (Yonsei University)  
Jiwon Yoo (Yonsei University)  
Jisu Ko (Yonsei University)  
Hyesu Yun (Yonsei University)  
Dayeon Choi (Yonsei University)  
Minju Lee (Yonsei University)  
Hojae Lee (Yonsei University)  
Sanghoon Lee (Yonsei University)  
Yeonoo Kim (Yonsei University)  
Hansol Kim (Seoul National University)  
Oh-Hyeon Kwon (Seoul National University)  
Duo Hao (Seoul National University)  
Jongeun Won (Seoul National University)  
Olga Kim (Sungkyunkwan University)  
Tan Wen Ying (Sungkyunkwan University)  
Suk Hoon Han (Sogang University)  
Minyoung Lee (Kyungpook National University)  
Sung Hun Bae (Kyungpook National University)  
Chaewon Son (Changwon National University)  
Jasmine Jiang (Changwon National University)









# Youngone Corporation

## Connecting the World as One

Youngone Global Family  
Working as One Team

Pursuing the Culture of Innovation  
To Bring the Best-in-Class Products  
And Technology to Customers

Making a Difference in the World  
By Serving the Community Needs  
And Sharing with People Whenever We Can

Youngone Corporation is  
Tirelessly Striving to Help People  
And Make the World a Better Place.

**YOUNGONE**  
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